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EDITORIAL

"... the natural world is the greatest source of excitement;
the greatest source of visual beauty;
the greatest source of intellectual interest."

David Attenborough
British naturalist

Now-a-days much of the discussion of innovation focuses on new products and technologies as all innovation is based on challenging existing assumptions and ways of thinking. Innovation can come in many forms but all of these share three common elements — creativity, a problem-solving approach and a new way of thinking.

We hear so much about sustainable tourism in the travel industry .But exactly what do we mean by it? Sustainability, in scientific terms, refers to a recharge rate which is speedier than the withdrawal rate. In other words, it's about having a positive balance when it comes to our natural resources budget. Sustainability in tourism is a philosophy held by tourism promoters and developers who commit to making a low impact on the environment while promoting economic empowerment of the communities who inhabit tourist areas. This economic gain, in turn, helps to preserve the local culture and community. In addition, sustainable tourism fosters understanding and respect for the people and places we visit. Sustainable tourism seeks to leave communities that are visited with a positive balance.

SAJTH focuses on current approaches to tourism and sustainable regional development. Researchers in this present issue have argued that basic assumptions in tourism development can lead to very simple but powerful new ideas. Specifically, this issue speaks to demonstrate the various methodologies and a number of new ways of thinking about the role of tourism in sustainable regional development .Research discussions of tourism development concentrate on the resources, skills and infrastructure and other facilities which the state offers to tourism developers. Tourism researchers take the inverse of this approach and explore a number of ways in which regional communities can use tourism developers and tourists to achieve the destination region's broader goals and aspirations.

Research arguments show the strong links between tourism and other economic activities and development options. These potential synergies are described and illustrated with a range of research models and empirical studies. Present edition of SAJTH sets out a series of additional criteria that could be used to evaluate the different potential tourism developments and makes suggestions about the development of sustainability performance indicators and highlights the importance of better knowledge management systems to support innovation in tourism. This issue of SAJTH has contributions from different parts of the world and covers a range of conceptual and research oriented papers.

Abhinav Kamal Raina
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A Comparative Study of Capability Poverty Status in Iranian Hotel and Hospital Service Sectors

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ABSTRACT

Capability poverty, which assesses individuals' privileges, was first introduced by Amartya Sen in mid 1980s. This approach focuses mainly on developing human potentials and acquiring the ability to lead an honorable life. Therefore, having access to proper nutrition and housing, as well as health and education services, being involved in decision making and maintaining dignity have been highlighted in capability poverty approach. In this approach, poverty doesn't mean having no income, however, it is defined as being deprived of individual and social capabilities, the solution of which lies in developing such human competence. Consequently, the followers of this approach evaluate poverty using human and social indices. This Article aims to compare various aspects of human development among employees of hotel and hospital sectors of Tehran, in order to investigate capability poverty status and propose suggestions to improve the different aspects of human development and consequently, reduce capability poverty. To this end, Inglehart et al.'s perspectives on human development aspects and indices have been used as the theoretical basis of the study. To conduct this survey, questionnaires have been given out among 200 employees of similar service sectors of hotels and hospitals, who have been chose via multi-stage sampling method, in 2010.The findings of this study demonstrate that employees of hotels service sectors gained a higher score in the studied aspects of human development _indicating capability poverty status, comparing to those who work in the similar service sectors of hospitals, and benefited from a better position concerning capability poverty.

KEY WORDS: *Capability Poverty, Human Development, Empowerment, Hotel, Hospital, Tehran.*

Introduction:

Poverty damages human growth, confines human development and prevent investing for family welfare. Poverty is a resultant of social, political and economic processes interaction and it is the reason that it can't be removed only by economic growth and income distribution. Many quotations show that in spite of economic growth, non economic aspects of the poverty are brutal and the condition of the social and human's development indices is deplorable. Thus many economists specially "Sen" and "Mahbub Al Hagh" found out that consider exclusively income in order to poverty reduction can't remove various aspects of the poverty. From this viewpoint the root and reason of the poverty are not low income or lack of the income, but it is the absence of the situations which make opportunities to leave poverty condition (Mahmoudi & Sammimi far, 2005:3). This perspective that investigates individual's privilege based on her/his capability doesn't only attention to income as a means to introduce the poor, but it analyzes individuals based on human and social indices. This approach is famous as "Capability approach". This paper aims to compare various aspects of human development among employees of tourism and non-tourism sectors of Tehran, in order to investigate the impact of employment in tourism on capability poverty reduction and propose suggestions to improve various aspects of human development and consequently reduce capability poverty.

Theoretical Bases:

Capability poverty approach which measures individual's privilege according to her/his capabilities, was discussed by Amartya Sen in the middle of the 1980s. This approach has been developed by Sen and his Co-workers and has affected most fields of human sciences. Followers of the capability approach, evaluate poverty based on human and social indices. In this approach most attention focuses on enhancing the human capabilities and gaining capability to running a honorable life. For this reason not only having access to sufficient nutrition and appropriate housing is emphasized but also gaining health services , education, participation in decision making and mentanence of self- respect are considered(Jalali Mousavi,2007:17). From view point of the capability, poverty doesn't mean "having no income" but it means deprivation of individual and social capabilities. Fundamentally poverty is lack of the capabilities and its solution must be seeked in the human capabilities growth. As mentioned basic capabilities such as healthiness, literacy and having access to health services can create essential capabilities in order to eliminate poverty, in case of some social limitations. This question may be asked: "can basic capabilities problem be solved in case of sufficient income?" Maybe it is true but it must be considered that capability problem –which means capability to leave poverty- doesn't exclusively refer to individual's capabilities but includes environmental situations, natural disasters and other deprivations which exist in the field of economic and social activities .Moreover, converting income into capabilities is not certain.

Capability-Income

In capability – income discussion it is always discussed that improving the incomes results in solving the capability deprivation problem, even thought there are various reasons to mark the clear boundaries of the income and capability approaches. Presently this question must be answered: "why does capability approach play an important role in poverty issues?" To answer this question several main reasons can be considered (Mahmoudi & Samimi far, 2005:9-10)

1. Identifying the poverty nature and causes according to capabilities is more concretely possible. In other words various aspects as education, gender discrimination, health and so on which are ignored in income approach are identifiable according to the capabilities.
2. Factors which affect income lacks, have more limited range ,whereas there are many factors that threat individual's capabilities and it doesn't refer to lack of income, for example natural disasters, special diseases, social conditions, family situations and life environment, limitations and disparity in the economic field affect life, individual motivations and self confidence.

3. The effect of the income on the capability depends on various households or societies. Tool- based analysis of the "impact of income on capability" – converting the income into capabilities – perhaps is an incomplete analysis and it may happen at various levels according to the situations or this conversion may doesn't happen in some cases.
4. Attention to the capabilities in the poverty evaluations doesn't have only instrumental values, but has intrinsic values. Income only has instrumental value to achieving wants or needed goods, but attention to individual's capability –for example literacy or education- more over being as means of productivity improvement and gaining more income, creates value. Literacy is a privilege for people and results in taking delight from studying literatures but it doesn't lead to gain income. More over individual capabilities, social participations, human communications, relations without embarrassment feeling have intrinsic value and make an opportunity for social capital growth, and it can be as a base of future generation training.
5. In comparison with income approach, capability approach includes various evaluation criterions. Thus analysis of poverty from the capability view point requires various policies and social actions. As Robbins (2002) quotes from Sen: "real poverty on the base of capability deprivation may be considerably more intensive than income poverty".

There are various reasons for probable or conditional impact of income on capability.

a) This relation –income- capability- is not only a direct relation. It means that gaining the income doesn't lead to eliminate capability deprivation and many variables as age, gender, climatic conditions and other uncontrolled variables affect this relation. Thus an impact of income on capability depends on household and various individual and environmental situations.

b) Some individual's disabilities for example special diseases, oldness, and so on, prevent of gaining income. These persons need to more income for equal life level, but they have less income. In fact there is a "capability Gap" that only in some cases incomes can be applied to filling it. It is important in the supporting purposed policy making. In the other hand it can be argued that most opportunities which have more impact on individual's life conditions aren't under the effect of income and it is why these opportunities are not created whit income.

c) Cultural conditions in the household as "Patriarchy" and "Son democracy" and other gender discrimination as prohibition of studying for girls or their employment have been ignored in the income- oriented analysis. The existence of income in these households doesn't only remove mentioned deprivation problems. Relative benefiting according to income, doesn't lead to benefiting of capabilities at the same level and capabilities may not be achievable in the same way.

d) Relative deprivation of income also can result in absolute deprivation according to the capability.

Poverty and Capability Poverty Criterion:

Rowntree (1910) calculated "poverty line" for the first time, about one century ago. He did this work by measuring costs needed for providing minimum livelihood on the base of food, housing, clothing and fuel.

Since this time until first years of 1990 decade, defining and measuring the methods of poverty were not considerably different. Definition of poverty was on the base of perspective which is called "income poverty". Aspects of poverty and its definition expanded to the larger fields such as literacy and health during these years, but it was believed that various aspects of poverty are correlate and affect each other. This belief is true but it is not complete, because it seeks solution for poverty elimination by increasing the income. During these years many plans have been implemented to reduce poverty and supportive strategies have been considered but in most countries-even richer countries- there are symbols of poverty and despite of existence blessings in the world, there is poverty in the most countries. According to income criterion, from 6 milliard population of the world 2.8 milliard have less than $2 income and 1.2 Billion have less than $1.2income. From capability poverty point of view range and deepness of actual poverty will be larger. With little attention it can be discovered that defining poverty can affects directly measuring of methods and social policies related to poverty (Mahmoudi &Samimi far, 2005:13)

.In definition of poverty which considers poverty as lack of income, to measure poverty or percentage of poor, income indicators are used. In other words poverty means inexistence of minimum income and poor is a person whose income is less than this minimum income.

During last century many studies have been done on the base of this perspective. These studies with attention to a minimum basket of individual's or household needed goods and services, have established providing cost as poverty line- A line which persons with less income fall below it- to calculate and measure poverty.

The most usual line poverty is daily dollar for each person which has been used in various reports of the World Bank.

But these indicators maybe have many errors. The first error refers to different countries or provinces and different regions of countries and separation of urban regions from rural regions. Combination of goods and prices can be resource of these differences. Having access to goods and services in the market and other public services, makes different level of welfare in spite of having equal income (Sen, 1985:176).

It must be considered that poverty can be persistent or passing. From two poor households one of them perhaps is considered poor according to especial situations but another perhaps be poor persistently and always belongs to poor classification. Also individual characteristics and special situations which a household maybe engaged with can set this household at weaker economic situations despite of having equal income, For example a household which has a crippled member and spends special costs.

These problems are important because while policy making, may all the poor not to be considered and level of poor benefiting from supports is different.

Thus indicators such as poverty line, headcount ratio (or percentage of persons below poverty line) and poverty gap and other indicators which identify poor and their number or percentage and have been used in most studies until now, all located on the base of income poverty, whereas according to capability, actual gap between persons is capability gap therefore current poverty lines aren't appropriate indicator for measuring.

Measuring of poverty must be based on capability poverty, indicators such as illiterateness, lake of education, malnutrition, gender discrimination and so on are more appropriate indicators, and it is why human development reports of UN in the last years considers indices such as HDI (Human Development Index) and GDI (Gross Domestic Income) which consider factors such as literate, education, health and gender discrimination (Mahmoudi & Samimi far, 2005: 15).

Capabilities and Policies Related to Poverty

Thus if we accept that poverty is a capability theme no income theme, then more over definition and measuring of poverty methods, social policies related to poverty will considerably change. Poverty is considered as a result of lack of income. Policies focus on improvment of income. These policies are usually implemented by paying indirectly subsidy in production process, increasing price, increasing interest rate and exchange rate and so on. But in capability approach lack of income is important because it increases capabilities. Sen and Drez (1995) in common articles mentioned that:" even judging about policies and various actions must be on the base of their impact on generalization of human capability. Income is a tool and can't achieve goals by itself" (Sen & Drez, 1995:253).

Policies of income poverty have considerable lacks. Some examples are as below (Mahmoudi & Samimi far, 2005: 16):

a) These policies denied symbols of poverty which have non income roots. These symbols are such as malnutrition, cultural problems, disparity of opportunity and class correlation.

b) These policies don't consider difference between individuals and different poverty lines. Most households are located above the poverty line but because of special situation they are poor.

c) These policies are mainly solution of "passing poverty" no "persistently poverty". Entering to or exiting from below domain of line poverty is usual specially for households which are located near the poverty line (above or below) and most economic and special crises can fall them below poverty line but it doesn't take a long time. But it is not true about persistently poverty. These are households that are located below the poverty line in any situation. Policies of poverty equally consider these households and don't solve poverty problems fundamentally. In the other hands wherever policies not to be implemented or be implemented in a limited range, persistently poverty will manifest itself.

d) Policies rustled from income approach don't offer an opportunity to improve incomes and it must to continue when roots of income poverty or capability poverty- which means capability to leave poverty situation- still exists.

In capability oriented approach importance of capabilities is not only related to their instrumental role in enhancing income but their importance is resulted from role and intrinsic value.

Therefore education, literacy, health and nutrition are not considered only because these factors enhance productivity and income but they are important by themselves and social policies of these factors are important because these factors are considered as goal. A goal which includes a set of human capability and makes an opportunity to free selection, which are mentioned capabilities.

It is important to emphasizing on previously point because tool-oriented perspective about policy making issue can result to determine goals and tools, and whenever tools, don't manifest their apparent efficiency will be left simply. So in a society that there aren't lack of income- for example some Arabic and oil-rich countries- capability poverty may exist or implementing of social policies of poverty is needed.

In fact there are many treatments which treat all poor and nun poor and results to falling below the poverty line. Sen in an example about famine doesn't consider famine only as a result of lack of food supply. He mentioned: "Famine is a reflex of extent disability of many individuals in having access to food that is their right. This disability resulted from various factors. Flood, drought, inflationary pressures, joblessness, stagnation and other factors can be reasons of this problem "(Sen, 2006: 114), so related policies and administrator organizations must be ready. Other factors such as joblessness, disease, natural and unnatural disasters, treat individual's economic and income situation and social policies (such as assurance,...) must consider them. In the other word, social policies in capability-oriented approach don't have only necessary role in enhancing poor's income situations but they have divesting role and prevent from falling in the poverty range. According to capability-oriented perspective, social policies and related organization improve poverty and prevent from its increasing whereas income-oriented policies usually considers improving of poor' income situation (Mahmoudi & Samimi far, 2005: 17-18). Table (1) shows differences between income and capability perspective about poverty.

Table 1: Differences between income and capability perspective of poverty (Mahmoudi & Samimi far, 2005: 23)

	Income Poverty	Capability Poverty
Definition of Poverty	Poverty means deprivation of income	Poverty means deprivation of income
Poor	Disable to provide income	Disable to leave poverty situation
Poverty indicator	Income Gap	Capability Gap
Fighting against poverty	Supporting policies	Growth of individual capabilities empowerment
Poverty alienation	Short time	Long time
Poverty range	Not sufficient income	Low income, low literacy, low health, ...
Goal	Giving right to person	Gaining right by person
Target Population	Passing Poverty	Persistent Poverty

In a society that there is relative deprivation of income, economic isolation and consequently social isolation will appear. Households and persons might become embarrassed of participation in many gathering because of poverty, cheap clothes and so on. Thus they become isolated from social viewpoint. Smith discussed this issue in his book "Wealth of Nation", but he believed that this problem can be solved by solving income problem.

Participation in social life requires to facilities which are available by other member of the society. For example lack of social communication tools as telephone, TV, internet and computer in a society leads to separating of society if households want to keep their social participation and communications they must to provide these tools and pay more than their income. It perhaps leads to crime and using dishonest ways. But income is a powerful means to provide basic capabilities and lack of having access or limited and unequal access to income and employment opportunities which appear in the shape of unemployment and shirking are as the most important reasons of poverty that will removed by employment. Employment along with enough food, clothing, house, education, health and other basic needs, more over than being as a basic need of population, is the source of other essential services. Employment is one of the most important factors that enhances personality and is the guarantor of mental and physical health. Employment is also a source of pride, personality and self-confidence. It is an important means of income redistribution. Unemployment is a social and economic phenomenon which enhances social disparity hungriness, diseases, crime and prostitution. Thus employment is a means to develop and absorb population. Unemployment is an indicator of undeveloped countries and is a factor to remove population. Therefore employment and appropriate and enough benefiting of human resources are the most important strategic goals of development, because it plays an important role in providing needed basic services of society an also it has positive impact on balanced distribution of income (Ismaeili, 2002:22).

Tourism is one of the sectors which have been argued as a source of economic diversity, growth and sustainability (WTO, 2007). Tourism industry as a source of income and employment at the national level can be an approach to the economic development at the national scope. Tourism is an appropriate substitution for other sectors, when benefit of them is decreasing. It is a strategy for development. Thus main reason for developing tourism is over coming on low income and offering new job opportunities and social evolution in local community. It can offer opportunities for poverty reduction, especially in the regions which are involved in economic stagnation (Haji Mohammad Amini, 2007: 228). Considerable agencies supporting of international tourism in the less developed countries and this fact that tourism can be argued as a force toward poverty reduction, are located on two main assumptions: 1- Tourism development lead to economic growth. 2- Economic growth reduces poverty effectively (Gartner, 2008:24).

Tourism has been accepted because of potentials for employment, creation of balance in the ways, provide investment to investing at the basic sectors, help to creating the linkages inside economic sectors and creation of increasing effects. From this viewpoint tourism plays an important role in improving economics of less developed countries. WTO tries to promote tourism as a sector which plays an important role in development of sustainable economics in the less developed countries. Its reasons are as below:

- Tourism is applied as a means of production.
- Tourism industry requires large number of workforces, and potentially can support other economic activities.
- Tourism can provide bases and opportunities to create small capitals in the community.

Thus according to its economic nature, tourism creates large number jobs for example architecture, internal decoration, travel agencies, working in the hotels and restaurants, from management to cleansing, making amusement tools, visa, ticket, travel guide, information and tourism guide agencies, transportation such as airplane hosting, bus, ship and so on (Zargham, 2003:118). Number of job opportunities which have been made by tourism in 2000 was about 192.2 million and it possessed directly 8 percent of total jobs. In the other words, one jobs of each 12.4 jobs. It is predicted that this number increases to

251.6 million jobs until 2010 (9.1% of total jobs or one jobs of each 11 jobs) (Qaderi,2002: 45). Thus tourism is regarded as a potential resource of growth and main part of development strategy for poor countries and it has been regarded in poverty reduction strategies of the 80% of poor countries[1].

Pro-Poor Tourism

Pro-poor tourism is a new approach in tourism development which has been designed to increase net benefits from tourism for poor and to make sure that growth of tourism helps to poverty reduction (Ashley et al, 2001:2). This kind of tourism aims to offer special benefits for poor which can be economic, social, environmental or cultural benefits. Ends of poor tourism are enhancing the local employment, active participation of local residents in decision making process and development plans, and when poor gain benefits from tourism, it can be called "Pro-Poor Tourism" even if rich persons have more share than poor (Sadeghi, 2005:83).

Kakwani & Pernia regards it as a project which enable poor for active participating in economic activities and benefit from it (Wearing, 2005: 58). Why perspectives about poor must be interred in tourism issues? Poverty reduction needs to develop supporting of poor. Nowadays tourism as one of the largest industries in the world plays an important role in the most poor or developing countries. Characteristics of tourism such as need to participation and team working, supporting women, need to low expert or experience for most jobs, focusing on the natural and cultural assets and to be in conformity with poor regions, enhance its capability in "Pro-Poor Tourism" plan. Applying tourism to develop "Pro-Poor" plans means that addition to the reduction of negative impacts on poor, also investing is needed in this fields.

Tourism industry has potentials to enhance indirect benefits. Case studies show that "Pro-Poor" tourism strategies can create differences in tourism and consequently offer new opportunities and benefits for poor, (Amin, 2007:228).some of the most important benefits of pro-poor tourism are as follows:

- Tourism creates appropriate job opportunities. The number of job opportunities created by tourism is more than job opportunities created by agricultural and industrial sectors.
- Tourism has various types, uses different data and consequently is applicable in the most countries (Roe et al, 2004: 13).
- Tourism development can enhance or create amenity in a region.
- Tourism income can be used toward implementing plans of poverty reduction (Blake et al, 2008: 109).
- Tourism development results in SMEs development and consequently results in job creation.
- In any place where land ownership is common, by renting land, gained income can be used in local projects such as build schools, health and educational centers or it can be distributed among poor families (Goodwin, 1998:4).
- According to this fact that in tourism industry consumer come to destination so there is opportunity to sell more products/services (especially handcrafts).
- Tourism is the most important opportunity toward diversifying local economic which

can be easily developed in poor and marginal regions. According to existence of unique landscapes, wild life and high level of local culture Remote regions have most potential to absorb tourists (Goodwin, 1998:4).

- To improve life standards and to have access to services like school, health, amenity and infrastructures (Ashley et al, 2000:3).
- High level of employment for women and persons with low skill (Roe et al,2004:14).
- Profiting of poor people from improved infrastructures such as roads, drinking water, power...

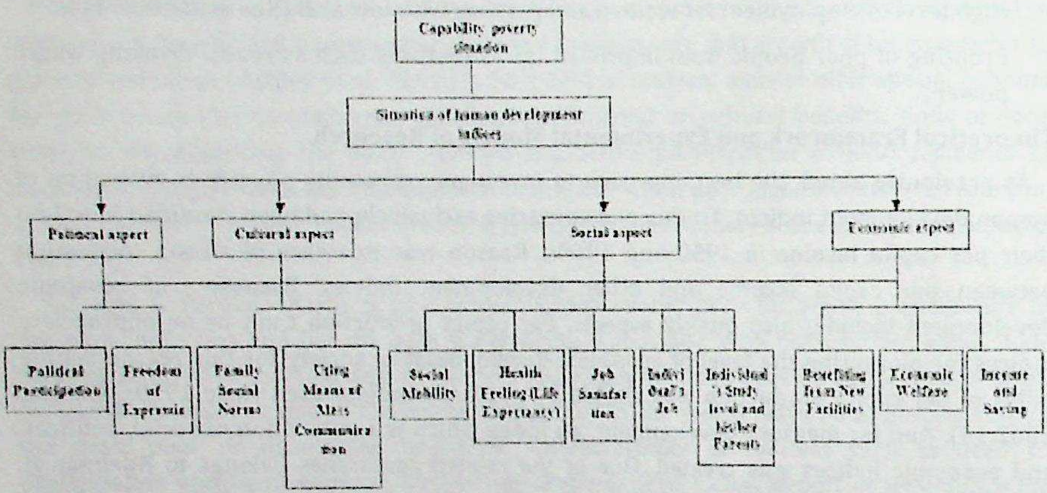
Theoretical Framework and Experimental Models of Research

As previously noted, the best approach to investigate capability poverty is evaluation of human development indices. To this end countries exclusively had been classified based on their per capita income in 1950 and 1960s. Reason was existence of strong correlation between per capita income and other development indices. Because of economic development includes also quality aspects, Per capita production can't be an appropriate indices for measuring the level of economic development of society(for this reason simple index of per capita production was shifted by synthetic indices used since 1970s).(Rafiee, 2002:14). And for measure development, an index which is combination of social, political, and economic indices was created. One of the related researches belongs to Adelman & Morris who offered an index of political development on the base of degree of political participation (Taheri, 1997:23). Other research belongs to Pernowski & Scott (1996) who measured life level index by analyzing fundamental, cultural and physical needs. UN offered also a development index based on 18 main indices in 1972. These 18 indices have been resulted from 73 indices. UN gains an index for 58 countries of the world by rank 18 main indices in 1980. Whereas ranks of some countries by using these indices are different from their ranks resulting from GNP index but in most cases there were little changes in ranking. NUDP planed human development index in 1991. The aim of planning this index was to leave the production-oriented perspective (which emphasizes on GNP or GDP) and displaces people- oriented perspective which is established based on three indices:

1. Life expectancy: is indicator of health and long life.
2. Study achievements: is indicator of knowledge.
3. GDP (Gross Domestic Production): indicates appropriate and qualified life.

But these indices were not completely accurate. Ingelhart et al introduced human development as a process which enhances human selection right and evaluated it in three levels: socially, economic, cultural and political level. In comparing with UN indices, there are more different indices in this classification, and human development can be evaluated by analyzing of variables such as felling health (life expectancy), physical and non physical facilities, study level, enhancing of political participation and so on (Mirfarhadi, 2006:62). Mentioned indices can be used for rank different regions of the country from poverty point of view and for determining of priorities. In general Ingelhart et al's perspective about investigating the impact of employment on poverty reduction is more complete than other perspectives and human development indices. Therefore because of relative comprehensiveness of this perspective, it has been selected as theoretical framework for this research. This perspective has limitations and it has been selected according to these limitations. Employees of low jobs related to service sectors of tourism and non tourism are comparatively studied. Figure (1) shows experimental model and indices of research according to Ingelhart et al's perspective.

Figure 1: Experimental Model of Research


Capability poverty situation
Situation of human development indices
Political aspect
Cultural aspect
Social aspect
Economic aspect
Political Participation
Freedom of Expression
Family Social Norms
Using Means of Mass Communication
Social Mobility
Health Feeling (Life Expectancy)
Job Satisfaction
Individual's Job
Individual's Study level and Mother Parents
Benefiting from New Facilities
Economic Welfare
Income and Saving

Research Hypothesis:

Main hypothesis: From capability poverty viewpoint employees of service sectors of hotel benefited from a better position in comparing with those who work in the similar service sectors in hospital.

Subordinate hypothesis (1): In economic aspect of human development, employees of hotel gained a higher score in comparing with employees of hospital in the similar sectors.

Subordinate hypothesis (2): In social aspect of human development, employees of hotel gained a higher score in comparing with employees of hospital in the similar sectors.

Subordinate hypothesis (3): In cultural aspect of human development, employees of hotel gained a higher score in comparing with employees of hospital in the similar sectors.

Subordinate hypothesis (4): In political aspect of human development, employees of hotel gained a higher score in comparing with employees of hospital in the similar sectors.

Research Methodology:

According to aim this study is an applied research and based on research strategy is descriptive- analyzing and has a comparative approach, according to data gathering method. It is export factor (causal-comparative) and according to research philosophy it belongs to positivism researches.

Statistic population includes all employees of similar service sectors in private hotels and hospitals² of Tehran city. In this research to investigate impact of employment on capability poverty reduction, low jobs of service sectors in hotel such as home making, restaurant and kitchen, guarding and laundry have been compared with similar jobs in hospital such as nurse's aid, restaurant and kitchen, guarding, cleansing and laundry from human development indices point of view. Multi-stage method was applied for sampling. In the first stage, staying centers were selected among all tourism jobs then among staying centers, hotels were selected and among all nun tourism jobs because of similarity of some service jobs in hospitals to hotels, hospitals of Tehran were selected. According to different salary systems, benefits... in private and public sectors, among all hospitals and hotels, private hospitals and hotels were selected. Then among private hotels, 10 hotels and among private hospitals 10 hospitals were selected. In next stage among employees of similar service sectors 200[3] samples were selected random. Tool of data gathering was questionnaire which it's consistency was determined by using face validity and its content validity were determined by measuring Cronbach's Alpha[4]. Also for analyzing data, descriptive and inferential methods were applied. In this manner that first by using descriptive methods current situation of sample numbers and research variable were investigated, then for test hypothesizes and compare different aspects of human development indices among employees, Mann-Whitney Test was applied.

Research Findings:

According to results of descriptive statistic about individual and job characteristics in service sectors of hotel and hospital, below results can be inferred:

65% of employees in hotel are man and 30% are women. 36% work in house making sector, 30% work in guarding and 16% work in laundry of hotel. Their ages are between 25 to 35 and most of them are married and were diploma holder, and their employment records were between 1 to 5 years. But 53% of employees in similar service sectors in hospitals are women and 47% are men that 32% of then are nurse\s aid, 32% are guard and worker, 22% work in kitchen and restaurant and 15% work in laundry. Their ages are between 26 to 45 and most of them are married and are diploma holder with more than 10 years employment records.

Thus employees of hotel are younger than employees of hospital and have less employment records than employees of hospital.

- Most employees of service sectors in hotel and hospital have contractual jobs. Most of employees in hotel work in one shift but most of employees in similar sector of hospital work in one or two shifts. It means that according to average of annual income. Employees of service sectors in hospital in comparing with employees of hotel gain less income, and negative impact of such little income manifests itself in number of shifts.
- Most of employees of service sectors in hotel and hospital are insured and it is a positive characteristic because insurance systems can play an important role in providing confidence when income is lost (Arabmazar Yazdi et al, 2009:18).

Table (2) demonstrates a brief of mentioned indices between employees of service sectors in hotel and hospital based on Mode:

Table 2: Description of indices between employees of service sectors in hotel and hospital on the base of Mode

Indices	Hotel	Hospital	Indices	Hotel	Hospital
	Mode	Mode		Mode	Mode
Economic Condition			Political Participation		
Food	Low[5]	Low	Membership of private (nun public) factions	No	No
Clothing	Low	Low	Participation in various voting	High	High
Health Service	High	Low	To be interested in persuing political news and events	Have	Have
Education	Low	Low	Facilities		
Recreation and Leisure	Very Low	Very Low	Personal car	Doesn't Have	Have
Economic welfare			Color TV	Have	Have
To suffer pain of economic difficulties	High	Very High	Fruit Juice Extraction	Have	Have
Satisfaction of welfare facilities	Low	Low	Refrigerator	Have	Have
Expectancy about improvement of family economic situation in future	Low	Low	Freezer	Doesn't Have	Have
Life Expectancy			Micro fer	Doesn't Have	Doesn't Have
Satisfaction of self health	High	High	Mobile	Have	Have
Annual improvement of life	High	Low	Washing Machine	Have	Have
Having a nice life in comparing with others	Low	Low	Computer	Doesn't Have	Doesn't Have
Enjoying of life	High	Low	Furniture	Doesn't Have	Doesn't Have
Job Satisfaction			Satellite receiver	Doesn't Have	Doesn't Have
To be interesting individual work	High	Very Low	Gas oven	Have	Have
Importance of work more than income	High	Very Low	Individual's and Parents' education level		

Job satisfaction feeling	High	Very Low
Job security	High	Very Low
Family Social Norms		
Attention to opinion of younger members of family	High	High
Consultation with experts in study, job and marring	High	Low
Respect women's rights about studying and taking job out of house	High	Very High
Social Movement		
Improvement of social situation in current situation	Low	Low
Having a better life comparing with parent's life	Low	Low
Moving to a better point	Very Low	Very Low
Freedom of Speech		
Ability to express actual pinions in the society	Very Low	Very Low
Possibility of medias and writers' free activity	Very Low	Very Low
Ability to express opinions which all people believe	Very Low	Very Low

Individual's education level	Diploma	Diploma
Father's education level	Primary	Illiterate
Mother's education level	Illiterate	Illiterate
Housing Situation		
Type of housing	Rental	Rental
Cost of rent (1000 Tomans)	100-200	100-200
Using Mass Media		
Watching TV in day and night	Very Low	Very Low
Listening to the radio in day and night	Very Low	Very Low
Read newspaper, magazine or book	Yes	Yes
Level of reading newspaper, magazine and book in day and night	Low	Low
Having access to internet	No	No
Using satellite receiver	No	No
Income and Saving		
Monthly income (1000 Tomans)	300-500	300-500
Average of monthly saving	Zero	Zero

According to table (2) which describes indices between employees in service sectors of hotel and hospital based on mode, the most salient difference between mentioned groups is in job satisfaction and life expectancy indices.

Employees of hotel despite of having more or equal score comparing to Employees of hospital, in indices such as economic situation, economic welfare, social movement, freedom of speech and use of mass media tools haven't desirable situation and most frequency in these indices belong to "Low" and "Very Low" options.

Results of Research Hypothesis:

Table 3: Mann-Whitney Test related to research sub hypotheses

Number of hypothesis	Sub hypothesis	Group	Average of Scale	U	Sig. level
1	Economic aspects of human development	Employees of hotel	102.13	0.691	0.05
		Employees of hospital	98.88		
2	Social aspects of human development	Employees of hotel	114.61	0.001	0.05
		Employees of hospital	86.39		
3	Cultural aspects of human development	Employees of hotel	111.13	0.008	0.05
		Employees of hospital	89.87		
4	Political aspects of human development	Employees of hotel	104.91	0.258	0.05
		Employees of hospital	96.09		

Sub hypothesis (1): According to Sig= 0.961>0.05 There isn't any reason for rejecting the null hypothesis, in other words there isn't significant difference between employees of hotel and hospital in economic aspect of human development. According to the average of ranks of two groups (102.13>98.88) with 95% confidence it can be claimed that despite of difference between two groups from economic aspect viewpoint, employees of hotel gained a higher score comparing to employees of hospital.

Sub hypothesis (2): According to Sig= 0.001<0.05 null hypothesis which shows that there isn't difference between two groups, according to social aspect of human development, is rejected. Therefore there is significant difference between two groups. According to the average of ranks and higher score of hotel (114.61>86.39) it can be claimed that with 95% confidence employees of the service sectors in hotel gained a higher score in social aspects comparing to employees of hospital.

Sub hypothesis (3): According to Sig= 0.008<0.05 null hypothesis which shows that there isn't difference between two groups, according to cultural aspect of human development, is rejected. In other words there isn't significant difference in cultural aspect between employees of hotel and hospital. According to the average of ranks and higher score of hotel (111.13>89.87) it can be claimed with 95% confidence that employees of hotel gained a higher score in cultural aspects comparing to employees of hospital.

Sub hypothesis (4): According to Sig= 0.258>0.05 There isn't any reason for rejecting the null hypothesis, in other words there isn't significant difference between two groups in political aspect. According to the average ranks and higher score of hotel (104.91>96.09) it can be claimed that with 95% confidence, employees of service sectors of hotel gained a higher score comparing to employees of hospital.

Table 4: Brief of Sub hypothesis

	Sub hypothesis	Results of test
1	In economic aspect of human development there isn't significant difference between employees of hotel and hospital.	Verified
2	In social aspect of human development there isn't significant difference between employees of hotel and hospital.	Not Verified
3	In cultural aspect of human development there isn't significant difference between employees of hotel and hospital.	Not Verified
4	In political aspect of human development there isn't significant difference between employees of hotel and hospital.	Verified

Main Hypothesis: As mentioned in table (4), two hypotheses of four hypotheses became verified and other hypothesis didn't become approved. Therefore employees of service sectors in hotel gained a higher score in economic and political aspect of human development and with 95% confidence it can be resulted that employees of hotel gained a higher score in four aspects which shows capability poverty position and therefore benefits from a better position in "Capability Poverty". In other words it can be claimed that employment in tourism sector results in improving the human development indices and consequently it results in capability poverty reduction.

Ranking Various Aspects of Human Development:

For determining the position of service sectors in hotel and hospital, according to various aspects of human development, these aspects have been ranked by using Freedman Test (Table 5). Results show that economic aspect gained a higher rank and political aspect gained a lower rank between two groups. In other words employees in service sectors of hotel and hospital benefit a better condition in economic aspect of human development in comparing with other aspects.

Table 5: Rank of various aspects of human development by using freedman Test

Hotel	Mean Rank	Hospital	Mean Rank	Total	Mean Rank
Economic aspect	3.89	Economic aspect	3.79	Economic aspect	3.84
Social aspect	3.04	Social aspect	2.85	Social aspect	2.94
Cultural aspect	2.4	Cultural aspect	1.97	Cultural aspect	2.00
Political aspect	1.14	Political aspect	1.30	Political aspect	1.22

Then hotel employees' position in various aspects of human development was investigated according to hotel rank and employees of the similar sectors in hospital were investigated according to hospital rank. According to table 6&7, in economic and political aspects of human development, employees of the service sectors in 3stars hotels, gained a higher score in comparing with employees of similar sectors in degree-one hospitals. In social aspect of the service sectors employees of the service sectors in 2stars hotel gained a higher score in all aspects in comparing with employees in degree 2 hospitals.

Table 6: Situation of various aspects of human development of employees in service sectors of hotel on the base of hotel rank

Aspect	Degree of Hotel	Number of Sample	Mean Rank
Economic Aspect	1 Star	25	48.72
	2 Star	39	48.12
	3 Star	24	55.54
	4 Star	12	51.88
	Total	100	
Social Aspect	1 Star	25	45.84
	2 Star	39	53.06
	3 Star	24	52.23
	4 Star	12	48.42
	Total	100	
Cultural Aspect	1 Star	25	45.80
	2 Star	39	49.99
	3 Star	24	52.54
	4 Star	12	57.88
	Total	100	
Political Aspect	1 Star	25	47.80
	2 Star	39	48.62
	3 Star	24	55.04
	4 Star	12	53.17
	Total	100	

Table 7: Situation of various aspects of human development of employees in similar service sectors of hospital on the base of hospital rank

Aspect	Degree of Hotel	Number of Sample	Mean Rank
Economic Aspect	Degree 1	70	52.75
	Degree 2	30	45.25
	Total	100	
Social Aspect	Degree 1	70	52.82
	Degree 2	30	45.08
	Total	100	
Cultural Aspect	Degree 1	70	53.79
	Degree 2	30	42.83
	Total	100	
Political Aspect	Degree 1	70	54.29
	Degree 2	30	41.67
	Total	100	

Conclusion:

Poverty is one of the important problems in all countries especially in Iran, and countries have pledged in international conventions to eliminate it. Receiving the Nobel Prize of economics by the most famous researchers of poverty problems in the world (Amartya Sen) in 1998, can be a symbol which shows importance of such phenomenon in the world. Because of migrations, diseases, smuggling, abusing the children and refugees in other countries, countries have involved in poverty challenges. For this reason social policy aims to comfort with poverty phenomenon and disparity of citizen and also aims to confront crime and urban riots. Thus definition of poverty based on "deprivation of capability" is a suitable definition because of explanation of policies and special social actions which are basically implemented (Mahmoudi & Samimi far, 2005: 24). Poverty is outcome of interaction between social, cultural, political and economic process. Lack of job opportunities is one of the most important reasons, thus improving opportunities is a solution for poverty reduction.

In this research employees of hotel and hospital in low jobs- who are vulnerable class- were compared. As mentioned below, results show that among employees of hotel service sectors and hospital service sectors there is significant difference in cultural and social aspects of human development, and employees of hotel gained a higher score comparing to those who work in the similar sectors of hospital. In economic and political aspects there isn't significant difference between two groups but mean ranks of hotel employees were higher than hospital employees. Generally results show that employees of hotel service sectors gained a higher score comparing to employees of the similar sectors in hospital, and consequently according to "Capability Poverty" benefit from better position.

Suggestions:

- Empowering the employees in hotel and hospital service sectors in political field: Such empowering refers to decentralized government that makes opportunities for political activities of groups (Cliton, Okly and Prat, 2004: 6). Such process basically is democratic and attentions to investigating of common problems of whole society with participatory motivation.
- Empowering the employees in hotel and hospital service sectors in cultural fields: in this field, empowering must create self-respect for individuals. Sub cultures have various kinds such as young subcultures, workers subcultures, and farmers, academic and.... Members in every subculture have common values, opinions and other elements. Therefore in empowering process those elements which prevent development must eliminate the social and cultural obstacles which prevent development are important (Azikia, 1995:54).
- To provide sport and welfare facilities according to international standards.
- To give special facilities (Such as loan with low interest, travel coupon...) to employees by managers of hotel and hospital.
- Helping to enhance the cooperation spirits via recruiting employees of hotel and hospital service sectors to NGOs.
- To create interest-free loan boxes that employees accept responsibility for them.
- To provide "Fee for Service" system to create motivation in employees and enhance their productivity. In this system all offered services are recorded and their costs are paid to real or legal individual according to determined tariff. Also tariff of all services is declared for person who contract and who offers service must to respect these tariffs (Mohsenbeygi, 2003: 3), in other words in case that a part of income is payable to employees and is divided equally among them, it can be effective in increas individual's motivation. The reason is a win-win mechanism. Employees enhance their income by enhancing number of customers, in other hands hotel and hospital use facilities and instrument in optimal manner and gain more income (Mohsenbeygi, 2003: 5).

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[1] www.propoortourism.org-2008

[2] Service sectors of hospital were selected because of similarity between service sectors of hospitals and hotels.

[3] Because some questionnaires were not complete, 120 questionnaires were distributed in every group.

[4] Questionnaire reliability is 83% that is acceptable because it is more than 0.8.

[5] Likert scale applied in questionnaire includes options very high, high, low and very low.

Residents Decision-Making in Tourism at Sitatunga's Swampy Habitat : Saiwa National Park, Kenya

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ABSTRACT

The local community is one of the most important stakeholders in tourism development. Local people could participate in tourism through policy and planning process; benefits sharing or owning community projects. However, in most instances, private benefit of conservation to individuals, households and even entire community are not made clear or may be non-existent. This research examines the level of participation by communities around Saiwa Swamp National Park, created primarily for the protection of the rare Sitatunga antelope in Rift valley Kenya. Chi-square test, ANOVA, t-tests and correlations were performed in order to investigate if there is a direct relationship between residents' participation variables and support for tourism. In general, there is a direct relationship between involvement in decision-making and support of tourism.

KEYWORDS: *Tourism, Residents' Participation, Saiwa, Kenya.*

Introduction

Wildlife and conservation areas will remain only if the surrounding human population derives benefit from them and feel motivated to continue to protect them (Timothy, 1999). Participation comes from a realization that it is their own project (Haralambopoulos and Pizam, 1996), that they are the main beneficiaries (Williams and Lawson, 2001) and that they truly have ownership in their future. The fact that too little benefits are received directly by the people who are accommodating wildlife, irrespective of its distribution will make them less supportive of wildlife conservation (Omondi, 1996).

Policy and institutional mechanisms are lacking to encourage local participation in the design, implementation and management of tourism projects and local use of tourism resources. Local communities need to be empowered to determine what forms of tourism facilities they want to be developed in their respective communities and how the tourism costs and benefits are to be shared among different stakeholders (Akama, 1996a; Tosun, 2002). They need to be compensated for the opportunity costs of hunting restrictions, wood-cutting bans and other resource uses that are judged incompatible with the relation of conservation areas (Musyoki, 1995). Whenever tourism activity is concentrated in time and space, builds rapidly and ignores community input, the seeds of discontent are sown (Holloway, 1998).

The problem to be investigated in this study, therefore, is the general lack of involvement and participation of local peasants and pastrolists who inhabit the lands adjacent to tourism areas in matters of policy formulation (Bramwell and Sharman, 1999), implementation and evaluation (Timothy, 1999) of state and private conservation programmes and tourism management, as well as in benefit sharing (Akama, 1996b, Omondi, 1995; Ondimu, 1996; Sindiga, 1984; Musyoki, 1995).. Based on the problem stated, the purpose of this study is to investigate how local communities adjacent to tourism development areas can participate in tourism in an effective and sustainable manner. The specific objective is to explore the relationship between residents involvement in decision-making and their attitude and support for tourism.

Materials and Methods

Research Design

The study adopted an exploratory approach using descriptive survey design to investigate if there is a direct relationship between residents' involvement in decision-making and support for tourism as described by Kothari (2004); Orodho (2004) and Mugenda and Mugenda (1999). A case study was selected, Saiwa Swamp National Park, because Saiwa Swamp National Park lies not far from Mount Elgon and only 24 kilometers from Kitale with a size of 190 hectares. Created primarily for the protection of the rare Sitatunga antelope, the Saiwa Swamp National Park is a perfect example of how a small area can survive as a complete ecological entity. The semi-aquatic Sitatunga relying on a swamp habitat has evolved to survive in such conditions and despite the minute size of Saiwa Swamp National Park, it seems certain to continue to thrive there. The Sitatunga is a swamp-dwelling antelope found in Central and East Africa. It is about one and a half meters tall. It has a water-proof coat that is dark brown in males and reddish brown in females. Their hooves are long and thin to cope with the Sitatunga's swampy habitat. Males have a mane as well as horns, which are twisted and can reach almost a meter in length. The Sitatunga at Saiwa Swamp National Park is sufficiently numerous to ensure seeing them. No vehicles are allowed in the park so this is another bonus as it is one of the few parks in which walking is permitted or in this case mandatory. Saiwa Swamp National Park has around 15+ kilometers of walking trails. It also has four observation towers, where AfricanMecca guests have a birds eye view of the swamp. There are platforms built into trees overlooking the swamp, provided of course, for Sitatunga watchers but also a splendid perch in which to contemplate nature's glory. There are several home stay accommodation experiences in the area. The study is aimed at investigating the various ways in which local people can participate in tourism to ensure sustainability and support for the industry

Sample design

Stratified random sampling was applied to come up with the sample size, since the population in different villages was heterogeneous, implying that a simple random sample would have been unrepresentative of the population. Stratified random sampling ensured that each village was represented in the sample in sufficient numbers for fair comparison and generalization of the findings. Therefore, the population was divided into six strata (the six villages) and a 20% simple random sample was taken.

Instruments and procedures

Through the use of structured and unstructured questionnaires and oral interviews, data related to local community participation in tourism was collected from Saiwa area. The questionnaire survey was mainly interviewer-completed because of the high illiteracy rate in the area, a technique that was supported by Mugenda and Mugenda (1999). The researcher interpreted the questions in the language and manner in which the respondent would understand. Language translations were at times necessary. The questionnaires consisted primarily of 'closed' questions. A few open-ended questions were included in order to give the respondents a chance to freely express their attitude and perceptions hence providing qualitative insights and illuminations. Mainly, household questionnaire survey was used whereby respondents were selected on the basis of where they lived and were interviewed in their homes. A few captive group surveys were also applied to gather information from school children and employees around Saiwa. A 5 point Likert scale questionnaire survey was the main instrument providing quantitative data on the attitude of the local community. Likert scale questionnaire surveys have been widely used for measuring perceptions and attitudes of the host community towards impacts of tourism (Besculides *et al* 2002; Smith and Krannich, 1998; Lee & Back, 2003).

Data Analysis

The Statistical Package for Social Scientists (SPSS) programme was used for analysis. A number of techniques were used; frequency and mean (central tendencies) as tools of descriptive data analysis, and t-test, one way analysis of Variance (ANOVA), and correlation as instruments of bivariate analysis. One way ANOVA was conducted in order to find out if residents' perception and support of tourism were a function of their decision making. A series of independent t-tests were conducted between residents' involment in decision-making and their perceptions and support for tourism.

Results and Discussion

A series of independent t-tests was undertaken in order to achieve the objective, which sought to examine if there exists a relationship between residents' involvement in decision-making and their perceptions of the industry. The use of independent t-tests was deemed appropriate for this analysis because the observations were independent, random samples from normal distributions and had no outliers. The grouping variable was a short string (yes and no) and the test variables were likert scale values.

As shown in Table 1, significant difference was noted as regards tourism bringing pride to the community. Respondents who were involved in decision-making agreed more strongly that tourism brought them pride than those who were not involved. It was however observed that there was no significant difference in perceptions between residents who were involved in decision-making and those that were not as regards to the other positive impact variables.

Table1: Perceptual Differences between those Residents who were involved in Decision-Making and those who were not as regards positive impacts

Impact variables	Average responses Involvement in decision making		t	Sig. (2 -tailed)
	Yes	No		
Created employment	2.22	2.25	-.155	.877
Raised standards of living	1.82	2.02	-1 .427	.155
Provided irrigation	2.48	2.85	-1 .792	.075
Give donations	2.19	2.11	.508	.612
Investment and business opportunity	2.48	2.76	-1 .389	.166
Improved quality of life	1.76	1.95	-1.451	.149
Improved Community Spirit	2.10	2.20	-.665	.507
Improved Education Environment	1.52	1.72	-1 .726	.086
Brought Pride	1.64	1.96	-2.500*	.013
Preserved culture	2.25	2.26	-.022	.983
Preserved history	2.41	2.25	.861	.390
Preserved natural beauty	2.01	2.02	-.039	.969

**Statistically significant at .05 or less.*

In general, the results indicated that residents who were involved in decision-making had less negative perceptions towards the industry and its impacts than those who were not (table 2). Significant differences were observed in the following variables: increase of prostitution, divorce, alcoholism, crime, corruption, family disruption, overcrowding and noise.

Table 2. Perceptual Differences between those Residents who were involved in Decision-Making and those who were not as regards negative impacts.

Support factor	Average responses		T	Sig. (2-tailed)
	Involvement in decision making			
	Yes	No		
Increased cost of living	2.99	3.16	-.802	.424
Increased tax burden	3.27	3.40	-.664	.508
Increased leakages	3.47	3.35	.587	.558
Increased prostitution	4.00	3.32	3.548*	.000
Brought divorce	3.82	3.39	2.282*	.024
Increased alcoholism	3.95	3.21	3.906*	.000
Increased crime	4.33	3.90	2.384*	.018
Increased corruption	4.07	3.47	3.320*	.001
Brought family disruption	3.89	3.45	2.372*	.019
Brought overcrowding	3.81	3.40	2.086*	.038
Increased litter	3.89	3.76	.672	.503
Increased noise	4.25	3.88	2.188*	.030
Brought water pollution	4.12	3.83	1.671	.096
Destruction of environment	3.98	3.89	.453	.651
Brought route disruption	3.54	3.27	1.333	.184
Denial of facilities	3.69	3.45	1.175	.241

**Statistically significant at .05 or less.*

A third attempt was made to examine if there exists a relationship between residents' involvement in decision-making and their support for the industry. As indicated in Table 3, in general, the results showed that residents who were involved in decision-making were more supportive of the industry. Significant differences were observed in all the four support variables. Residents who were involved in decision-making perceived that their future was brighter because of tourism, that tourism made their area a better place, they were proud neighboring tourism and that they supported tourism more than those who were not involved in decision-making.

Table 3: Support Differences between those Residents Who were involved in Decision-Making and those who were not.

Support factor	Average responses		t	Sig. (2-tailed)
	Involvement in decision making			
	Yes	No		
Brighter future	1.04	1.18	-3.180*	.002
Better place	1.02	1.13	-2.624*	.009
Proud neighbouring tourism	1.02	1.11	-2.289*	.023
Support tourism	1.00	1.11	-3.188*	.002

**Statistically significant at .05 or less.*

In general, those residents who were involved in decision-making had less negative perceptions and were significantly more supportive of tourism than those who were not. Timothy (1999) in his research on what is being done in tourism planning in Yogyakarta (a developing destination) found out that involvement of local people in decision-making in tourism development is fundamental for sustainability.

Conclusions and Recommendations

Designating an area as a reserve or game park may frequently conflict with traditional resource management practices meaning that, for example, local people may find themselves excluded from traditional hunting or farming territories. Areas which have formerly provided communities with resources such as grazing or construction materials may suddenly become unavailable and any management plan has to take into account provision of an alternative resource base as well as potential compensation. The development of a sustainable project should mean financial benefits for local people but this is not always the case.

The importance of local community support of tourism has been widely recognized and as a result, this has been a growing area of research (Gursoy and Rutherford, 2004; Lee and Back, 2004). Results in this research established a conclusions that independent t-tests indicated that residents participating in decision-making process show less negative perceptions towards the industry and its impacts and are more supportive than those who are not involved.

Recommendations

- Saiwaa's goal to create a strong awareness of importance of environment, wildlife conservation and tourism is commendable. However, a number of recommendations were drawn.
- The researcher recommends that the local people should be involved more in decision-making in order to feel a sense of ownership of any projects that will affect them either directly or indirectly.
- There is need to educate the local people on conservation. This public awareness could be enhanced through such methods as holding of public hearings, using poster in

business areas and schools, seminars, workshops and introduction of classes in local schools involving tourism and conservation. Through creation of such awareness, the local people will view tourism as an important economic option, and this will reduce the possibility of conflicts.

- The multiplication effect of tourism benefits to the local people has received little attention. Research should be carried out to quantify the benefits accruing from tourism related employment, education bursaries, provision of community facilities and other tourism related community initiatives.

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Residents Decision-Making in Tourism at Sitatunga's Swampy Habitat : Saiwa National Park, Kenya

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ABSTRACT

The local community is one of the most important stakeholders in tourism development. Local people could participate in tourism through policy and planning process; benefits sharing or owning community projects. However, in most instances, private benefit of conservation to individuals, households and even entire community are not made clear or may be non-existent. This research examines the level of participation by communities around Saiwa Swamp National Park, created primarily for the protection of the rare Sitatunga antelope in Rift valley Kenya. Chi-square test, ANOVA, t-tests and correlations were performed in order to investigate if there is a direct relationship between residents' participation variables and support for tourism. In general, there is a direct relationship between involvement in decision-making and support of tourism.

KEYWORDS: *Tourism, Residents' Participation, Saiwa, Kenya.*

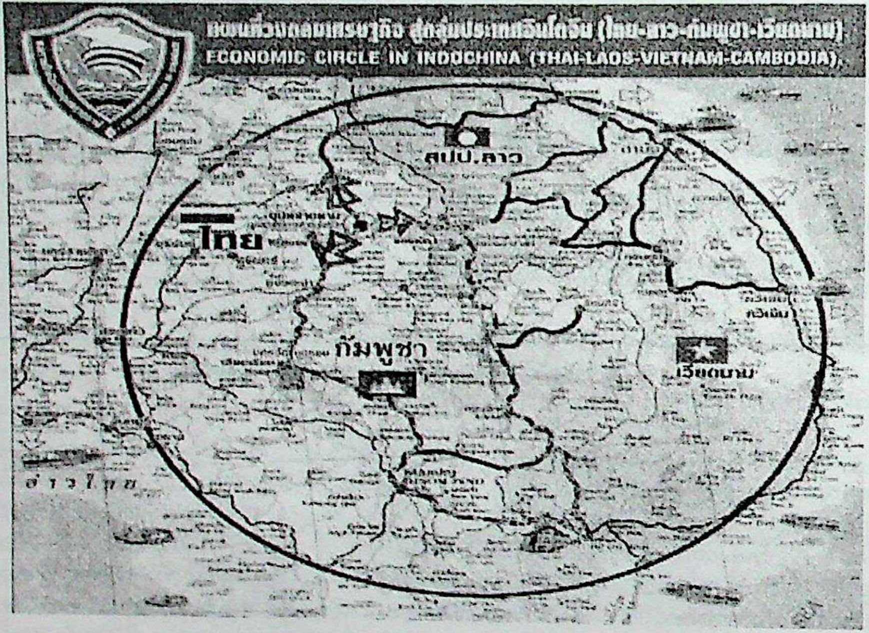
Introduction

Wildlife and conservation areas will remain only if the surrounding human population derives benefit from them and feel motivated to continue to protect them (Timothy, 1999). Participation comes from a realization that it is their own project (Haralambopoulos and Pizam, 1996), that they are the main beneficiaries (Williams and Lawson, 2001) and that they truly have ownership in their future. The fact that too little benefits are received directly by the people who are accommodating wildlife, irrespective of its distribution will make them less supportive of wildlife conservation (Omondi, 1996).

Policy and institutional mechanisms are lacking to encourage local participation in the design, implementation and management of tourism projects and local use of tourism resources. Local communities need to be empowered to determine what forms of tourism facilities they want to be developed in their respective communities and how the tourism costs and benefits are to be shared among different stakeholders (Akama, 1996a; Tosun, connecting routes between Ubon Ratchathani province and neighbouring countries, covering Lao PDR (southern provinces, namely Champasak, Salavan, Xekong, Attapu, and Savannakhet), Vietnam (Kon Tum, Da Nang, Hue and Quang Tri), and Cambodia (Preah Vihear, Siem Reap, Strung Treng and Ratanakiri). (The Ubon Chamber of Commerce, 2006)

The rationale was to advocate for routes which would be interlinked to promote trade, tourism and communications in the face of difficulties in entry and exit between countries and poor road conditions.

Figure 1 : Ubon Ratchathani and Economic Circle in Lower Mekong Basin



Source : The Ubon Chamber of Commerce, 2010.

Histories Background

Survey of Tourism Road's in Lower Mekong Basin Economic Circle

As a consequence of the idea of the Lower Mekong Basin Economic Circle, the said Committee undertook surveys, from its inception until now, on the following important areas : 1) Project on economic circle caravan between Ubon Ratchathani province, Savannakhet and Da Nang (between 20-25 June 1994) ; 2) Project linking relations between Ubon Ratchathani province and five southern provinces of Lao PDR (Champasak, Salavan, Xekong, Attapu and Savannakhet) ; 3) Project to survey the route from Ubon Ratchathani to Siem Reap ; 4) Project to survey the route from Ubon Ratchathani via Pakse, Champasak area and Attapu area to the Vietnamese frontier at the town of Kon Tum and leading to the South China Sea at the town of Binh Dinh (Quy Nhan) (this survey was presented at the 16th plenary meeting of the Chambers of Commerce at the national level between 23-24 January 1999) ; 5) Project to survey the route from Ubon Ratchathani via Pakse, Champasak area and Attapu area (on the Lao and Vietnamese frontier), Kon Tum town, Da Nang, Quang Tri, Dan Lao Bao (on the Lao-Vietnamese frontier), Savannakhet, Mukdahan, and Amnatcharoen back to Ubon Ratchathani ; and 6) the Project to survey the route of the Economic Circle between 22-24 May 2005. (Chavalit Aoungkavanich, Interview).

Agreement for Tourism

Agreement between Thailand and Laos, Cambodia, Vietnam for Tourism

Thailand made agreement with Lao PDR, Cambodia and Vietnam on Mutual Exemption of Visas for Tourism in Lower Mekong Basin Economic Circle have as follow :

Thailand and Laos

[1] Agreement between the Government of the Kingdom of Thailand and the Government of the Lao People's Democratic Republic on Mutual Exemption of Visas for Holders of Diplomatic Passports, 1994.

[2] Agreement between the Government of the Kingdom of Thailand and the Government of the Lao People's Democratic Republic on Mutual Exemption of Visas for Holders Official Passports, 1999.

[3] Agreement between the Government of the Kingdom of Thailand and the Government of the Lao People's Democratic Republic on Visa Exemption for Holders of Ordinary Passports, 2004. (Ministry of Foreign Affairs of Thailand, 2010)

Thailand and Cambodia

[1] Agreement between the Government of the Kingdom of Thailand and the Government of the Kingdom of Cambodia on Mutual Exemption of Visas for Holders of Diplomatic Passports, 2001.

[2] Protocol to Amend the Agreement on Mutual Exemption of Visas for Holders of Official Passports, 2006. (Ministry of Foreign Affairs of Thailand, 2010)

Thailand and Vietnam

[1] Agreement between the Government of the Kingdom of Thailand and the Government of the Socialist Republic of Vietnam on Mutual Exemption of Visas for Holders of Diplomatic and Official Passports and Visas Facilitation for Ordinary Passports, 1997.

[2] Agreement between the Government of the Kingdom of Thailand and the Government of the Socialist Republic of Vietnam on Visa Exemption for Holders of Ordinary Passports, 2000.

[3] Protocol to Amend the Agreement on Mutual Exemption of Visas for Holders of Diplomatic and Official Passports, 2004. (Ministry of Foreign Affairs of Thailand, 2010)

Thai people's who have passport can use for International Border Crossing. Exemption Cambodia only for Ordinary Passports can not use, but can do Visa Arrival in Border. [Details in Table 1]

Results and Discussion

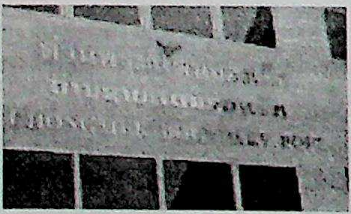
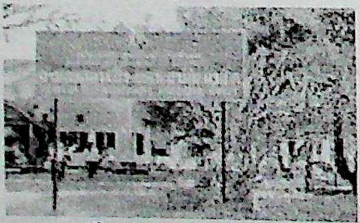
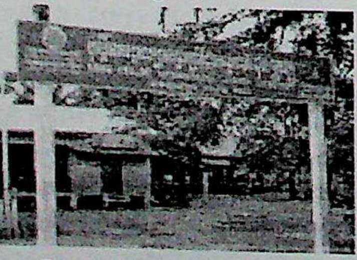
The researcher has paid particular attention to the tourism links between the group of Indochinese countries, namely Thailand, Lao PDR, Cambodia and Vietnam through the land routes under the Economic Circle [Details in Table 2]. He has surveyed the route to prepare a tourism map under the project "One day, tourism in four countries : Lower Mekong Basin Economic Circle". An important reason for this is that this is a route interlinking with four countries, with tourism as the lead factor in trade and investment as conceived by the Committee for Economic Coordination in Indochina. (The Ubon Chamber of Commerce, 2006)

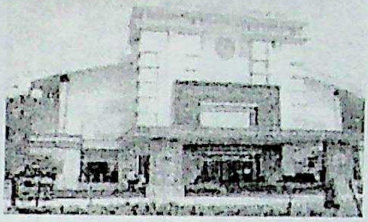
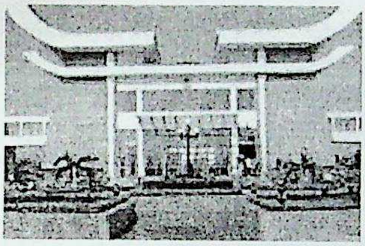
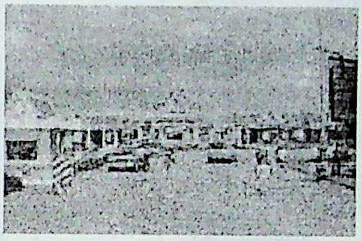
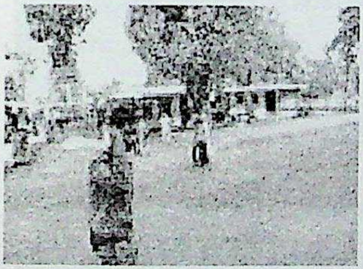
The survey programme began in Ubon Ratchathani province and proceeded to Thung Si Muang Park, Sirinthon district, and the Thai-Lao frontier (Chong Mek-Vang Tao customs post) as a gateway to Indochinese countries via Pakse town (Champasak province) and Champasak Palace Hotel (Boun Oum royal palace), to the Lao-Cambodian frontier (Veun Kham-Dong Kralor customs post), via the towns of Strung Treng and Kratie in Cambodia, to the Cambodian-Vietnamese frontier (Trapaing Sre-Hoa Lu customs post), via the towns of Binh Phuoc and Binh Duong, with the final destination of Ho Chi Minh city (arriving in the evening).

The trip took 14 hours, covering 763 kilometers. The accommodation was at Ho Chi Minh city on the first night, and the trip progressed to famous touristic spots in Ho Chi Minh City, for example Ho Chi Minh People's Committees Building. Then the visit proceeded to the town of Tay Ninh, leading to the Vietnamese-Cambodian frontier (Moc Bai-Bavet customs post), though the towns of Svay Rieng, Prey Veng and Kandal, to Phnom Penh, the capital of Cambodia. A visit was paid to the Sihanouk Palace and other touristic spots in Phnom Penh. The second night was spent in Phnom Penh. Then the trip proceeded from Phnom Penh, via the towns of Kampong Cham and Kampong Thom, to Siem Reap. Angkor Wat and Angkor Thom, wonders of the world, were visited [Details in Table 3]. The third night (the final night) was spent in Siem Reap. Then the trip continued directly to the town of Anlong Veng, through the Cambodian-Thai frontier (Chorm and Chong Sa-Ngam customs post), back to Ubon Ratchathani province. [Details in Table 1 and Table 2]

The whole trip took 3 nights 4 days with a distance of 1,644 kilometers, covering four countries (Thailand, Laos, Cambodia and Vietnam). [Details in Table 4 and Figure 2]

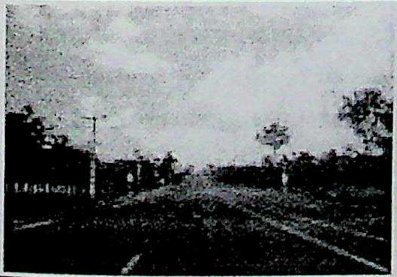
Table 1 : International Border Crossing in Lower Mekong Basin Economic Circle

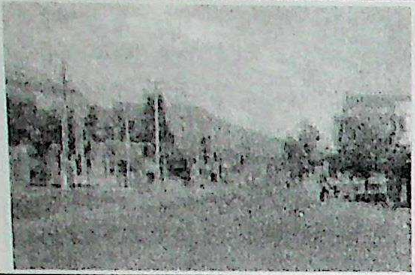
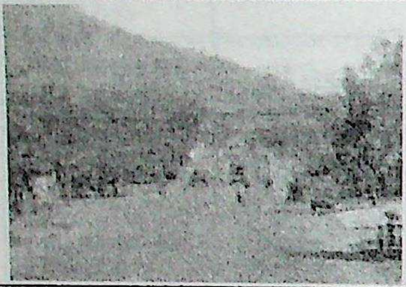
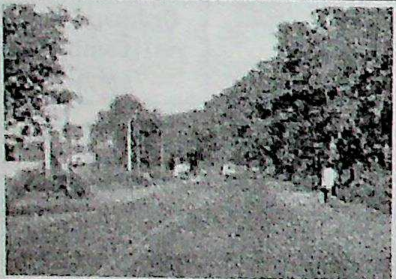
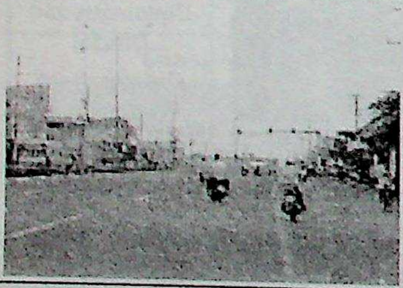
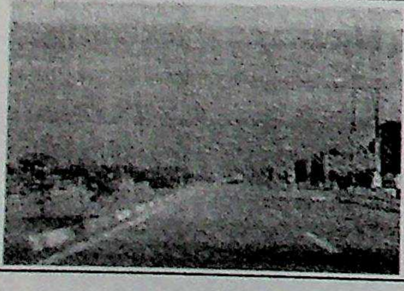
International Border Crossing		Information
Chong Mek  Ubon Ratchathani (Thailand)	**Vang Tao**  Champasak (Laos)	Passport (30 Days) Exemption of Visas for Diplomatic, Official and Ordinary
Veun Kham Champasak (Laos)	**Dong Kralor**  Strung Treng (Cambodia)	Passport and Visa (30 Days) Exemption of Visas for Diplomatic and Official Ordinary (not yet) (Cambodia only)
Trapaing Sre	**Hoa Lu**	Passport and

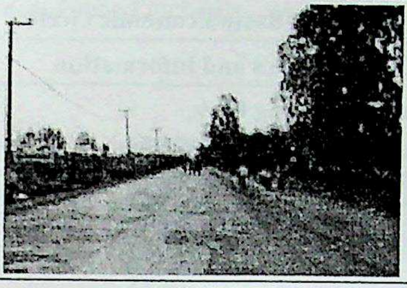
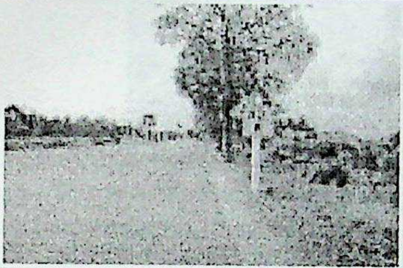
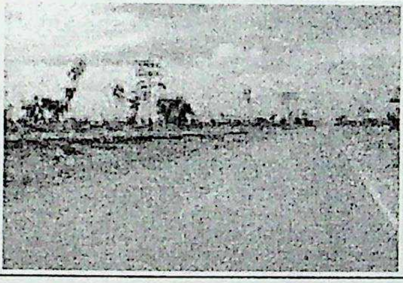
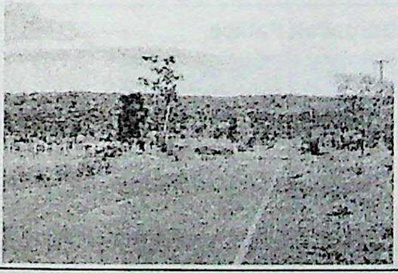
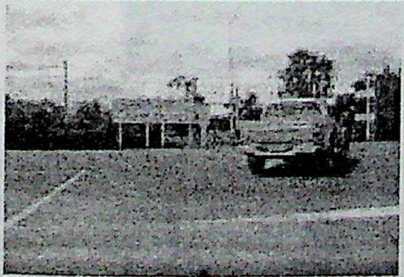
Kratie (Cambodia)	 Binh Phuoc (Vietnam)	Visa (30 Days) Exemption of Visas for Diplomatic and Official Ordinary (not yet) (Cambodia ·only)
Moc Bai  Tay Ninh (Vietnam)	**Bavet**  Svay Rieng (Cambodia)	Passport and Visa (30 Days) Exemption of Visas for Diplomatic and Official Ordinary (not yet) (Cambodia only)
Chorm  Oddor Meanchey (Cambodia)	**Chong Sa-Ngam** SA - NGAM CHECK POINT Sisaket (Thailand)	Passport and Visa (30 Days) Exemption of Visas for Diplomatic and Official Ordinary (not yet) (Cambodia only)

Source : Researcher (Survey), 2010.

Table 2 : Road's Condition in Lower Mekong Basin Economic Circle

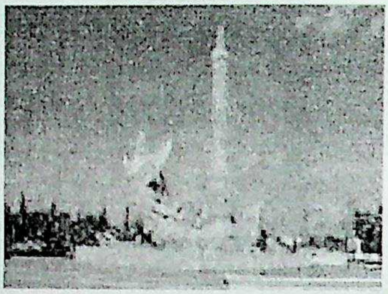
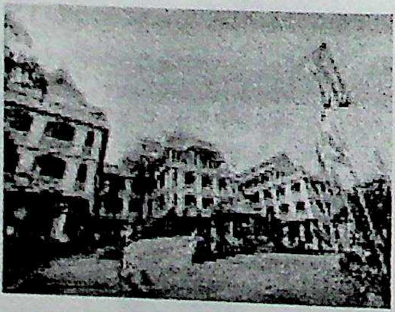
Road's Condition	Information
	Road No.217 from Ubon Ratchathani to Sirinthon district (Chong Mek Boundary Post) (Thailand-Laos)

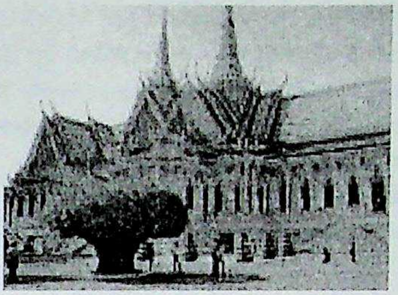
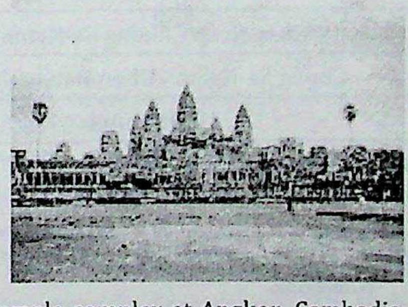
	Road No.10 from Vang Tao International Crossing Point to Pakse, Champasak (Laos-Thailand)
	Road No.13 (Wikipedia, 2010) from Pakse to Veun Kham International Border Crossing (Laos-Cambodia)
	Road No.7 (Wikipedia, 2010) from : 1) Dong Kralor Immigration (Cambodia-Laos) to Strung Treng and Kratie 2) Kratie to Snoul city (Trapaing Sre International Border Crossing) (Cambodia-Vietnam)
	Road No.13 (Wikipedia, 2010) from : 1) Hoalu International Border Crossing (Vietnam-Cambodia), Loc Ninh to Binh Phuoc 2) Binh Phuoc to Binh Duong 3) Binh Duong to Ho Chi Minh City
	Road No.22 (Wikipedia, 2010) from : 1) Ho Chi Minh City to Tay Ninh 2) Tay Ninh to Moc Bai International Border Crossing (Vietnam-Cambodia)

	Road No.1 (Wikipedia, 2010) from Bavet International Border Crossing (Vietnam-Cambodia) to Svay Rieng - Prey Veng - Kandal and Phnom Penh
	Road No.6 (Wikipedia, 2010) from : 1) Phnom Penh to Kampong Cham 2) Kampong Cham to Kampong Thom 3) Kampong Thom to Siem Reap
	Road No.67 from : 1) Siem Reap to Oddar Meanchey 2) Oddar Meanchey to Anlong Veng, Chorm International Border Crossing (Cambodia-Thailand)
	Road in Ban Zaeprai Sisaket, Chong Sa-Ngam International Border Crossing (Thailand-Cambodia) to Road No.24 (Sisaket-Ubon Ratchathani)
	Road No.24 from Khukhan Crossroad (Sisaket) to Ubon Ratchathani

Source : Researcher (Survey), 2010.

Table 3 : Interesting Touristic Place's in Lower Mekong Basin Economic Circle

City/Country	Interesting Touristic Place's and Information
Ubon Ratchathani Thailand	**Thung Si Muang Park**  Located at the center of town in front of City Hall, this pleasant little park has several points of interest : [1] A bright yellow elaborately carved candle sculpture, completed in 2000, standing 22 meters tall and dedicated to the King, showcases Isan art styles and has become the symbol of the city. The candle is placed on a barge, with a garuda eagle at the bow and a naga serpent around it. [2] A statue of Phra Phatumvoraratsuriyawang commemorates the tersely named founder of the town. And [3] A Monument of Merit has been erected by former World War II POWs to commemorate the kindness of the people of Ubon Ratchathani. (Wikitravel, 2010)
Pakse, Champasak - Lao's	**Champasak Palace**  Was a former residence of the Prince of Champasak, Chao Boun Oum. It was built for Prince Boun Oum, as a residence, but he had to abandon it in 1974, before it was finished as the Royal Lao government was overthrown by the communist Pathet Lao. After the revolution, the building was completed and served as a venue for the Communist party congresses and accommodation for visiting dignitaries. The Palace was then converted into a hotel in 1995 after a Thai company succeeded in its negotiations with the Lao government. (Wikipedia, 2010)

Phnom Penh - Cambodia	**Royal Palace**  Is a complex of buildings which serves as the royal residence of the king of Cambodia. The Kings of Cambodia have occupied it since it was built in 1866, with a period of absence when the country came into turmoil during and after the reign of the Khmer Rouge. The palace was constructed after King Norodom relocated the royal capital from Oudong to Phnom Penh in the mid-1800s. It was gradually built atop an old citadel called Banteay Kev. It faces towards the East and is situated at the Western bank of the four divisions at the Mekong River called Chaktomuk (an allusion to Brahma). (Wikipedia, 2010)
Siem Reap - Cambodia	**Angkor Wat**  Is a Hindu temple complex at Angkor, Cambodia, built for the king Suryavarman II in the early 12th century as his state temple and part of his capital city. As the best-preserved temple at the site, it is the only one to have remained a significant religious centre since its foundation - first Hindu, dedicated to the god Vishnu, then Buddhist. The temple is the epitome of the high classical style of Khmer architecture. It has become a symbol of Cambodia, appearing on its national flag, and it is the country's prime attraction for visitors. (Wikipedia, 2010)

Ho Chi Minh City - Vietnam	**Ho Chi Minh People's Committee Building** Was built in 1902-1908 in a French colonial style for the then city of Saigon. It was renamed after 1975 as Ho Chi Minh City People's Committee. Illuminated at night, the building is not opened to the public or for tourists. A statute of the namesake is found in park next to the building. (Wikipedia, 2010)

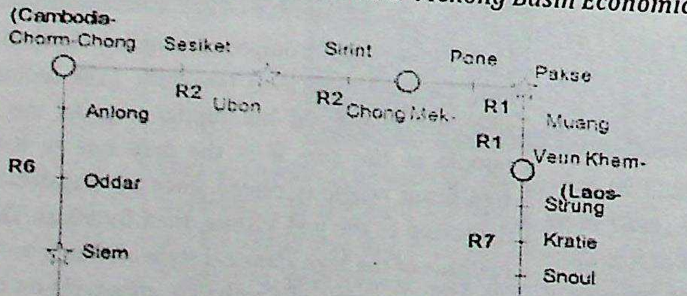
Source : Researcher (Survey), 2010.

Table 4 : Road's Distance in Lower Mekong Basin Economic Circle

Information	Kilometers (Km.)
Ubon Ratchathani - Ho Chi Minh City	763
Ho Chi Minh City - Phnom Penh	270
Phnom Penh - Siem Reap	314
Siem Reap - Chong Sa-Ngam	135
Chong Sa-Ngam - Ubon Ratchathani	162
All Distance	**1,644**

Source : Researcher (Survey), 2010.

Figure 2 : Map of Tourism Road's in Lower Mekong Basin Economic Circle


(Cambodia-
Chorm-Chong
Sesiket
Sirint
Pone
Pakse
R2
Ubon
R2
Chong Mek-
R1
Muang
R1
Veun Kham-
(Laos-
Strung
Anlong
R6
Oddar
Siem
Kampong
R
Kampong
R
R7
Kratie
Snoul
Trapaing Sre-
(Cambodia-
Loc
R1
Binh
Binh
(Cambodia-
Moc Bai-
R2
Phnom
KandalPrey
Svay
Tay
Ho Chi

Source : Researcher (Survey), 2010.

Conclusion

The Lower Mekong Basin Economic Circle has provided an important impetus for Thailand, Laos, Cambodia and Vietnam to develop its infrastructure, which essentially consists of upgrading roads, permanent checkpoints, transportation services, and border control offices, together with the improvement of the immigration and customs procedures and the general environment in the city, with a view to promoting of tourism. Though these development activities have not yet been completed, they have already resulted in the city being able to function as a centre and hub linking tourism in the Indochina and to widen its relations with the countries in this sub-region.

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Environmental Factors Threatening the Survival of Heritage Buildings in Nigeria

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ABSTRACT

Nigeria has been blessed with a rich legacy of buildings with high historical and architectural values that provide a sense of identity and continuity for future generations. Over the years, researchers in heritage conservation have paid little attention to the environmental factors that threaten the existence of heritage buildings in Nigeria. Much of the research works on Nigeria's heritage buildings focus on the deterioration state of the buildings and the urgent need for their conservation. Environmental factors have continued to threaten the survival of heritage buildings in Nigeria. This paper is aimed at identifying the key environmental factors that threaten the survival of heritage buildings in northern Nigeria. The empirical base for this study is pivoted on questionnaire survey administered to selected experts from the built environment, curators and end-users of heritage buildings from Northern Nigeria. Respondents were asked to rate the extent to which the pre-determined environmental factors threaten the existence of heritage buildings in their respective regions. The data collected were analyzed to determine the respondents' rankings of these factors using the Relative Importance Index. Also, Kendall's rank correlation test was carried out using SPSS to measure the similarity of the orderings of the data when ranked by each of the respondents. It was found out that *Flood, Fire, Urban Development and Biological Agencies* were ranked among the most significant factors identified by both categories of respondents while Air Pollutants, Temperature and Vandalization ranked among the least significant factors hindering the existence of heritage buildings in Northern Nigeria. It was also found out that there is concordance between all the rankings for some nine factors and the agreement between the two rankings is perfect indicating that the respondents have been unanimous. The findings of this paper would serve as a step in the right direction in developing a comprehensive conservation plan for preserving the cultural significance of heritage buildings in northern Nigeria.

KEYWORDS: *Building, Conservation, Environmental Factors, Heritage, Nigeria.*

Introduction

The existence of heritage buildings in our environment has indeed provoked the belief that people came from somewhere and this offers the people the self-confidence to face the future [1]. Thus, the call for conservation of heritage buildings is really a crucial environmental issue that might be ranked next in significance to the conservation of agricultural land.

Heritage largely defines the identity of a society and it is passed down from one generation to another [2]. In order to pass on to future generations what is currently identified as being of cultural significance today, we must imbibe good conservation practices especially for heritage buildings in order to prevent them from deterioration and extend the life and basic functions of these buildings. Heritage buildings differ from modern buildings in the sense that they are anticipated to last permanently [3]. Also, heritage buildings are buildings that for various factors society has decided that they shall be preserved for as long as possible. In affirming to this, reference [2] stated that heritage buildings are anticipated to have a considerable long life span, signifying that they ought to be preserved for as long as possible. To put it differently, reference [4] described heritage buildings as buildings constructed in the past that have high historical and architectural values and need continuous care and protection to preserve their historical, architectural, aesthetic, archaeological, spiritual, social, political and economical values. Similarly, reference [5] pointed out that heritage buildings are highly valuable and informative in terms of socio-cultural, socio-political, socio-economic and even technological activities of a specific society or group of individuals.

Heritage buildings form an essential part of the environment, and are seriously threatened by environmental agencies such as moisture, intense solar radiation and prevailing winds, which change their physical attributes [6]. The major effects of these environmental agencies include discoloration, abrasion, cracks, stains and fungal growth. Good conservation and heritage management practices are essential in conserving heritage buildings. Apart from exposure to weather, biochemical agencies also hasten the deterioration of heritage buildings. It is now established that these physical and social changes have affected heritage buildings tremendously. Eventually, potential tourist sites, historical and unique architectural buildings, palaces, shrines, monuments, and town squares are lost while some are seriously decaying.

One of the most unique and attractive elements of the heritage buildings in Nigeria is the fact that they continue to offer the nation with magnificent, delicate and historically important buildings that serve as the country's national identity and pride of the people [7]. The heritage buildings in Nigeria form a significant repository of the people's cultural heritage (see figures 1-4). They no doubt signify important landmarks in the inventive genius of Nigerians. The diversity of the historical, cultural and natural sources is outstanding. The heritage buildings incorporate religious, residential and public buildings along with cultural landscapes encompassing historic cities and villages, streets, shrines, groves and locations of cultural memories. The majority of these sites were in existence before the classical Islamic and Christian era.

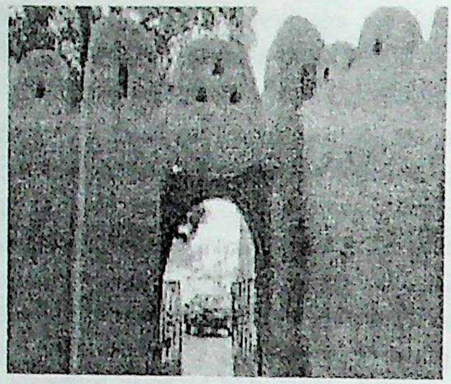

Figure 1: Kano City Wall - The foundations of this 14km radius earth structure which surrounds the old city of Kano were laid from 1095-1134 A.D and the wall was completed in the middle of 14th Century. It is one of the most impressive monuments in West Africa.

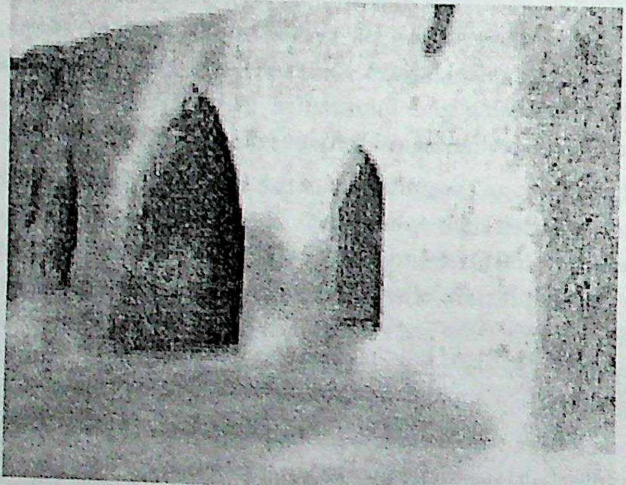

Figure 2: Rabeh's Fort Dikwa- This fort was built in 1894 by Rabeh Ibn Fade-Allah as his headquarters after successful invasion of the Bomb Empire.

Figure 3: Gobarau Minaret Katsina – It was built 300 years ago and it is the tallest (120m) mud brick building in Nigeria.

Despite the fact that Northern Nigeria has been blessed with many heritage buildings which have high historical values, yet the survival of these buildings has been under serious threat from a variety of sources. This includes environmental degradation, large scale urban development, political and economic pressures and lack of awareness on the importance of conserving these heritage buildings. Also, a large number of the country's heritage buildings are decaying due to age, neglect, high maintenance cost and lack of comprehensive guidelines and understanding of heritage buildings' conservation practices.

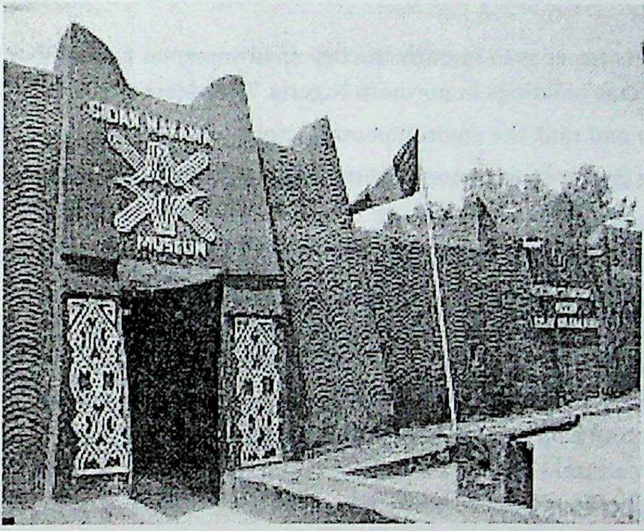

Figure 4: Gidan-Makama Museum, Kano. It was built in the 15th Century A.D. by Emir Abdullahi Burja. It is recognized as a National Monument and a Museum.

Building conservation as defined by [8] relates to the processes of maintenance, repair, and restoration of heritage buildings aimed at extending a building's life and functions. In other words, building conservation could be described as all the necessary actions taken to prevent decay by adopting approaches that extend the life of heritage building.

Conservation of heritage buildings is regarded as an essential issue in the life of modern societies. In addition to their high historical values, heritage buildings are precious because they contribute significantly to the economy. The cultural uniqueness of these buildings attract tourists thereby generating significant tourism revenue to the government and making the tourism sector a key sector in the economy.

Problem Statement

Over the years, researchers in heritage conservation have paid little attention to the environmental factors that affect the existence of heritage buildings in Nigeria. Much of the research on Nigeria's heritage buildings focus on the deterioration state of the buildings and the urgent need for their conservation.

Environmental factors have continued to threaten the survival of heritage buildings in

Nigeria. They cause serious damages to architectural heritage, historic infrastructure consisting of individual structures, buildings, and objects, as well as objects of art standing alone or firmly attached as an integral part of buildings. The September 2010 Flood disaster in Northern states of Kano, Jigawa and Sokoto has displaced over 2million people, washed away over 5000 villages and destroyed many old and historic buildings. This has no doubt erased their historical memories as their cultural significance may not be passed on to future generations. The issues which this paper would seek to address include:

i. What are the key environmental factors that threaten the survival of heritage buildings in northern Nigeria?

ii. What is the concordance level between the rankings of the respondents?

Aim and Objectives

The main goal of this paper is to identify the key environmental factors that militate against the survival of heritage buildings in northern Nigeria. The objectives include:

i. To identify and rank the environmental factors

ii. To test the concordance among the rankings of the respondents

Significance of the Study

Northern Nigeria has been blessed with a rich legacy of buildings with high historical and architectural values that provide a sense of identity and continuity for future generations. In order to continuously care and protect them from being demolished so as to prolong their life span and functions and generate more and more revenue to the government, it became necessary to identify the key environmental that militate against the survival of these buildings as this would help tremendously in developing a comprehensive conservation plan for preserving the cultural significance of these buildings.

Research Methods

The empirical base for this study is pivoted on questionnaire survey administered to selected experts from the built environment, curators and end-users of heritage buildings in Northern Nigeria. The questionnaire survey was adopted to provide numeric description of opinions of the population by studying sample (respondents of the survey) of that population. The population frame could not be estimated therefore, the sample was selected by purposive sampling. The respondents were divided into 2 categories *"Experts from built environment"* and *"Curators & End-users of heritage buildings"*. Experts from the built environment include Architects, Town Planners, Building Surveyors, Facility Managers and Civil & Structural Engineers. A total of 54 questionnaires were received out of the 150 administered at 5 different times and places in Northern Nigeria. The questionnaire was designed to obtain information about the key environmental factors that they considered to be severely militating against the survival of heritage buildings in the region.

In order to obtain reliable feedback in the context of identifying key environmental factors affecting the existence of heritage buildings in Northern Nigeria, a semi-structured questionnaire format was adopted to enable flexibility in questionnaire design and to avoid monotony and make the questionnaire more interesting for the respondents. Respondents were asked to kindly rate the extent to which the following pre-determined environmental factors threaten the existence of heritage buildings in their respective regions. These pre-determined factors include:

- Air Pollutants
- Biological Agencies
- Fire
- Flood
- Ground salts and waters
- Moisture
- Rainstorm
- Solar Radiation
- Temperature
- Urban development
- Vandalization
- Windstorm

The main questions were in tabular form with Likert scales of 1 to 5 where *1= to a very little extent* and *5= to a very great extent* so as to make the questionnaire quite easy for the respondents to complete. The data collected were analyzed to determine the respondents' ranking of the environmental factors that affect the survival of heritage buildings in northern Nigeria using the Relative Importance Index. Also, *Kendall's Test of Concordance* was carried out using SPSS to test the agreement or disagreement in the rankings of the 2 categories of the respondents namely *Experts from built environment* and *Curators & End-users of heritage buildings.*

Analysis

A total of 54 questionnaires (yielding a response rate of 36%) were received out of the 150 administered at 5 different times and places in Northern Nigeria. This was considered sufficient for the analysis based on the assertion by Moser and Kalton cited in [9] that the result of a survey could be considered as biased and of little value if the return rate was lower than 30-40%. At the rate of 36%, the result of this study can conveniently be asserted that it is representative of the views of the population of the region.

From the analysis in Table 1, it could be seen that the respondents were divided into two (2) categories namely Experts from the built environment and Curators & End-users of heritage buildings. The "Experts" are professionals from the built environment who have a good understanding of building repairs, maintenance management and heritage building conservation.

Table 1: The analysis of the responses

Respondents Categories	Respondents	No of Respondents	Response		Percentage
			No	Percentage	
Experts from the built environment	Architects	30	7	12.96%	55.56%
	Building Surveyors		5	9.26%	
	Civil/Structural Engineers		6	11.11%	
	Facilities Managers		4	7.41%	
	Town Planners		8	14.82%	
Curators & End-users of heritage buildings	Curators	24	10	18.52%	44.44%
	End-Users		14	25.92	
Total		**54**	**54**	**100**	**100**

The curators & End-users by virtue of their custodianship of the heritage buildings are well conversant with the common causes of defects peculiar to heritage buildings. From Table 1, it could be seen that the Experts category has the highest number (30) of respondents with Town Planners having the highest number (8) of respondents while Facilities Managers have the lowest number (4). This could be attributed to the fact that Facilities Management is relatively an emerging profession in the region compared to Town Planning and Architecture. As such, professionals in this field are quite few in the region. The Curators and End-users category has a total of 24 (44.44%) respondents. This figure adds validity to the responses obtained because this category consist of people who work and live day in day out in these buildings; they keep custody of the buildings as such they know much about the environmental factors that affect the existence of heritage buildings in the region.

Relative Importance Index (RII)

A Likert scale of 1-5 was adopted on each factor, where 1= to a very little extent, 2 = to a little extent, 3 = to some extent, 4 = to a great extent and 5= to a very great extent. The Pre-determined environmental factors were further analyzed using 'Relative Importance Index' (RII). The five-point Likert scale was transformed to Relative Importance Indices for each factor. This ranking makes it possible to cross compare the relative importance of the factors as perceived by the respondents. The relative importance was calculated using the following mathematical expression:

$$RII = \frac{\sum W}{A \times N} = \frac{5n1 + 4n2 + 3n3 + 2n4 + 1n5}{5N}$$

$$0 \leq Index \leq 1$$

Where,

W = Weighting given to each factor by the respondents and ranges from 1 to 5 where 1 = to a little extent and 5 = to a very great extent

A = Highest weight (i.e. 5 in this case)

N= Total Number of respondents

n = No of respondents who scored the various values

5= Highest rating on the Likert scale used

Table 2: General Respondents

Environmental Factors	5 x n1	4 x n2	3 x n3	2 x n4	1 x n5	∑W	5 *N	RII	Ranking
Flood	125	92	18	0	0	235	270	0.87	1
Fire	145	68	9	10	0	232	270	0.86	2
Biological Agencies	125	68	15	14	0	222	270	0.82	3
Urban development	105	76	27	10	0	218	270	0.81	4
Moisture	95	60	51	6	0	212	270	0.79	5
Rainstorm	135	40	15	16	4	210	270	0.78	6
Ground Salts & Waters	100	68	30	10	2	210	270	0.78	7
Windstorm	55	44	51	22	4	176	270	0.65	8
Air Pollutants	15	52	57	14	12	150	270	0.56	9
Solar Radiation	45	16	39	34	11	145	270	0.54	10
Temperature	10	24	57	30	12	133	270	0.49	11
Vandalization	10	16	33	32	21	112	270	0.41	12

Table 2 shows the general respondents' ranking of the environmental factors affecting the existence of heritage buildings in northern Nigeria. Flood which is a recurring natural disaster in the region ranks first (RII = 0.87). This could be justified by the immediate massive damage that can occur following a devastating flood where heritage buildings are being destroyed by the nature's water pressure. Though some surviving heritage buildings might dry out to the point of being habitable again, yet the moisture remaining within the floor, walls and roof may cause serious mold problems that will eventually wear the building away and create health dangers. The next factor that ranks second (2nd) is fire with RII of 0.86. This high ranking is not surprising considering the fact that fire is widely accepted as one of the greatest threats not only to the buildings' occupants but also to the buildings' fabric and contents. Fire has long been enemy of heritage buildings. Uncontrolled fire can cause an entire destruction of heritage buildings and its contents in only a few hours and its major effect is the potential loss of authenticity which is after all, the quality from which the value of our cultural heritage flows. Although the destroyed parts of the buildings can be replicated, the loss of the original historic fabric takes away from the building the cultural significance which makes it unique and important. Most heritage buildings in this region are not protected against fire with effective water based protection systems, and many are located in the villages. Even the most determined response time of the Fire Brigade would take an average of thirty minutes. Most uncontrolled fires within buildings can reach "Flashover" after about ten minutes so it is inevitable that the building would be totally damaged.

The biological Agencies factor ranks third (3rd) with RII of 0.82. Biological agencies such as mosses, fungi, algae, and insects affect construction materials like timber, bricks and concrete. Most heritage buildings in the region were made of these materials though in some cases stones were used in combination to these three building materials. Biological agencies attack generally wet timber that has over 20% moisture content. Wet timber decomposes in damp conditions, and once germination occurred (germination thrives under temperature above 20°C and moisture content above 20%), it enters the cracks and spreads fast making the timber to lose its cellulose, thereby losing its strength and shape which results in cracks, shrinkage and loose fittings.

Urban development ranks fourth (4th) with RII of 0.81. Surely large urban scale development has continued to threaten the existence of heritage buildings in the region for a long time. Many heritage buildings are being demolished to pave way for the construction of wider roads, schools, hospitals, shopping malls and parking areas for vehicles. Some of these buildings, especially those located in the central business districts, have often been under threats of demolition from the public and private developers seeking more lucrative project ventures only, neglecting the fact that the buildings ought to be conserved and not demolished because they serve as identity and pride of the society. In fact, many developers nowadays opt for modern, high-rise buildings rather than revitalizing old heritage buildings just for aesthetics as they complain that heritage buildings make the environment look ugly.

The next factor in the ranking is Moisture lying in the fifth (5th) position with RII of 0.79. Moisture is being regarded as a key agent causing gradual deterioration of heritage buildings. It can be in solid, liquid or vapour form and it is always present in the atmosphere. When the surface temperature falls, condensation occurs and this can cause severe damages to heritage buildings. Water frozen in the pores of building materials like timber, concrete and bricks can cause spalling of the surface, cracking or even disintegration. In order to reduce the effect of moisture and slow down its deterioration process, proper preventive measures such as planned cyclical preventive maintenance programmes should be taken.

Table 3: Experts in Built environment

Environmental Factors	5 x n1	4 x n2	3 x n3	2 x n4	1 x n5	∑W	5 x N	RII	Ranking
Flood	65	44	18	0	0	127	150	0.85	1
Fire	65	36	9	10	0	120	150	0.80	2
Urban development	50	44	15	8	0	117	150	0.78	3
Biological Agencies	60	32	12	12	0	116	150	0.77	4
Moisture	50	32	27	6	0	115	150	0.76	5
Ground Salts & Waters	40	36	30	6	0	112	150	0.75	6
Rainstorm	60	12	12	16	3	103	150	0.69	7
Solar Radiation	45	16	18	18	2	99	150	0.66	8
Air Pollutants	15	16	36	8	7	82	150	0.55	9
Windstorm	10	12	33	20	4	79	150	0.53	10
Vandalization	10	16	18	16	10	70	150	0.47	11
Temperature	0	0	45	14	8	67	150	0.45	12

Table 4: Curators & End-users of Heritage Buildings

Environmental Factors	5 x n1	4 x n2	3 x n3	2 x n4	1 x n5	∑W	5 x N	RII	Rank
Fire	80	32	0	0	0	112	120	0.93	1
Flood	60	48	0	0	0	108	120	0.90	2
Rainstorm	75	28	3	0	1	107	120	0.89	3
Biological Agencies	65	36	3	2	0	106	120	0.88	4
Urban development	55	32	12	2	0	101	120	0.84	5
Ground Salts & Waters	60	32	0	4	2	98	120	0.82	6
Moisture	45	28	24	0	0	97	120	0.81	7
Windstorm	45	32	18	2	0	97	120	0.81	8
Air Pollutants	0	36	21	6	5	68	120	0.57	9
Temperature	10	24	12	16	4	66	120	0.55	10
Solar Radiation	0	0	21	16	9	46	120	0.38	11
Vandalization	0	0	15	16	11	42	120	0.35	12

Table 3 and 4 show the different rankings of the factors by The *"Experts"* and *"Curators"* categories respectively. The *"Experts"* ranked *Flood* (0.85), *Fire* (0.80), *Urban Development* (0.78), *Biological Agencies* (0.77) and *Moisture* (0.76) as first, second, third, fourth and fifth factors respectively. Similarly, the *Curators'* category ranked *Fire* (0.93), *Flood* (0.90), *Rainstorm* (0.89), *Biological Agencies* (0.88), and *Urban Development* (0.84) as the first, second, third, fourth and fifth factors respectively. A closer look at this will reveal that *Flood, Fire, Urban Development* and *Biological Agencies* were all ranked among the top five environmental factors in all the two categories. This indicates that there is some reasonable degree of agreement on the rankings made by these categories.

In order to determine the degree of the agreement between the rankings of these categories of respondents, Kendall's Test of Concordance will be adopted.

Kendall's Rank Correlation Test

Kendall's rank correlation coefficient test is a non-parametric statistic. It is a normalization of the statistic of the Friedman test, and can be used for assessing agreement among raters. Kendall's rank correlation coefficient of concordance ranges from -1 to 1[10].

Interpretation:

$T_B = 0$; The rankings are independent meaning there is no overall trend of agreement among the respondents, and their responses may be regarded as essentially random.

$T_B = -1$; The disagreement between the two rankings is perfect and one ranking is the reverse of the other indicating that there is a total disagreement between the respondents.

$T_B = 1$; The agreement between the two rankings is perfect and the two rankings are the same indicating that the respondents have been unanimous.

The Kendall tau-b coefficient is defined as:

$$T_B = \frac{n_c - n_d}{\sqrt{(n_0 - n_1)(n_0 - n_2)}}$$

$$n_0 = n(n-1)/2$$

$$n_1 = \sum_i t_i\,(t_i - 1)/2$$

$$n_2 = \sum_j u_j\,(u_j - 1)/2$$

$$t_i = Number\ of\ tied\ values\ in\ the\ i^{th}\ group\ of\ ties\ for\ the\ 1st\ quantity$$

$$t_j = Number\ of\ tied\ values\ in\ the\ j^{th}\ group\ of\ ties\ for\ the\ 2nd\ quantity$$

Table 5: Kendall's Correlations for Air Pollutant Factor

			EXPERTS	CURATORS
Kendall's tau- b	**EXPERTS**	Correlation Coefficient	1.000	.553(**)
		Sig. (2-tailed)	.	.000
		N	30	30
	CURATORS	Correlation Coefficient	.553(**)	1.000
		Sig. (2-tailed)	.000	.
		N	30	30

** Correlation is significant at the 0.01 level (2-tailed).

Table 6: Kendall's Correlations for Biological Agencies Factor

			EXPERTS	CURATORS
Kendall's tau- b	**EXPERTS**	Correlation Coefficient	1.000	.761(**)
		Sig. (2-tailed)	.	.000
		N	30	30
	CURATORS	Correlation Coefficient	.761(**)	1.000
		Sig. (2-tailed)	.000	.
		N	30	30

** Correlation is significant at the 0.01 level (2-tailed).

Table 7: Kendall's Correlations for Fire Factor

			EXPERTS	CURATORS
Kendall's tau- b	**EXPERTS**	Correlation Coefficient	1.000	.275
		Sig. (2-tailed)	.	.111
		N	30	30
	CURATORS	Correlation Coefficient	.275	1.000
		Sig. (2-tailed)	.111	.
		N	30	30

Table 8: Kendall's Correlations for Flood Factor

			EXPERTS	**CURATORS**
Kendall's tau- b	**EXPERTS**	Correlation Coefficient	1.000	.241
		Sig. (2-tailed)	.	.171
		N	30	30
	CURATORS	Correlation Coefficient	.241	1.000
		Sig. (2-tailed)	.171	.
		N	30	30

Table 9: Kendall's Correlations for Ground Salts & Waters Factor

			EXPERTS	**CURATORS**
Kendall's tau- b	**EXPERTS**	Correlation Coefficient	1.000	.631(**)
		Sig. (2-tailed)	.	.000
		N	30	30
	CURATORS	Correlation Coefficient	.631(**)	1.000
		Sig. (2-tailed)	.000	.
		N	30	30

** Correlation is significant at the 0.01 level (2-tailed).

Table 10: Kendall's Correlations for Moisture Factor

			EXPERTS	**CURATORS**
Kendall's tau- b	**EXPERTS**	Correlation Coefficient	1.000	.683(**)
		Sig. (2-tailed)	.	.000
		N	30	30
	CURATORS	Correlation Coefficient	.683(**)	1.000
		Sig. (2-tailed)	.000	.
		N	30	30

** Correlation is significant at the 0.01 level (2-tailed).

Table 11: Kendall's Correlations for Rainstorm Factor

			EXPERTS	CURATORS
Kendall's tau-b	**EXPERTS**	Correlation Coefficient	1.000	.788(**)
		Sig. (2-tailed)	.	.000
		N	30	30
	CURATORS	Correlation Coefficient	.788(**)	1.000
		Sig. (2-tailed)	.000	.
		N	30	30

** Correlation is significant at the 0.01 level (2-tailed).

Table 12: Kendall's Correlations for Solar Radiation Factor

			EXPERTS	CURATORS
Kendall's tau- b	**EXPERTS**	Correlation Coefficient	1.000	.566(**)
		Sig. (2-tailed)	.	.000
		N	30	30
	CURATORS	Correlation Coefficient	.566(**)	1.000
		Sig. (2-tailed)	.000	.
		N	30	30

** Correlation is significant at the 0.01 level (2-tailed).

Table 13: Kendall's Correlations for Temperature

			EXPERTS	CURATORS
Kendall's tau- b	**EXPERTS**	Correlation Coefficient	1.000	.382(*)
		Sig. (2-tailed)	.	.017
		N	30	30
	CURATORS	Correlation Coefficient	.382(*)	1.000
		Sig. (2-tailed)	.017	.
		N	30	30

* Correlation is significant at the 0.05 level (2-tailed).

Table 14: Kendall's Correlations for Urban Development

			EXPERTS	CURATORS
Kendall's tau- b	**EXPERTS**	Correlation Coefficient	1.000	.669(**)
		Sig. (2-tailed)	.	.000
		N	30	30
	CURATORS	Correlation Coefficient	.669(**)	1.000
		Sig. (2-tailed)	.000	.
		N	30	30

** Correlation is significant at the 0.01 level (2-tailed).

Table 15: Kendall's Correlations for Vandalization

			EXPERTS	CURATORS
Kendall's tau- b	**EXPERTS**	Correlation Coefficient	1.000	.523(**)
		Sig. (2-tailed)	.	.001
		N	30	30
	CURATORS	Correlation Coefficient	.523(**)	1.000
		Sig. (2-tailed)	.001	.
		N	30	30

** Correlation is significant at the 0.01 level (2-tailed).

Table 16: Kendall's Correlations for Windstorm

			EXPERTS	CURATORS
Kendall's tau- b	**EXPERTS**	Correlation Coefficient	1.000	.590(**)
		Sig. (2-tailed)	.	.000
		N	30	30
	CURATORS	Correlation Coefficient	.590(**)	1.000
		Sig. (2-tailed)	.000	.
		N	30	30

** Correlation is significant at the 0.01 level (2-tailed).

Table 17: Summary of Kendall's Test of Concordance

Factors	Correlation Coefficient	Interpretation
Rainstorm	0.788	High significant agreement
Biological agencies	0.761	High significant agreement
Ground Salts & Waters	0.683	High significant agreement
Urban development	0.669	High significant agreement
Moisture	0.631	High significant agreement
Windstorm	0.590	High significant agreement
Solar Radiation	0.566	High significant agreement
Air Pollutants	0.553	High significant agreement
Vandalization	0.523	High significant agreement
Temperature	0.382	Reasonable significant agreement
Fire	0.275	Very Low significant agreement
Flood	0.241	Very low significant agreement

Table 17 shows the summary of Kendall's test of concordance for the rankings of the environmental factors by the two categories of respondents. It indicates that the respondents unanimously agree on all the environmental factors hindering the existence of heritage buildings in the region. The factors with "*high significant agreement*" indicate that the concordance test is at 99% significant level which confirms that the agreement between the two rankings is perfect and that the two rankings are the same indicating that the respondents have been unanimous. However, *Temperature* is the only environmental factor with reasonable significant agreement (Correlation coefficient = 0.38). The concordance test between the respondents' ranking for this factor is at 95% significant level and this confirms that the agreement between the two rankings is near perfect and the two rankings are almost the same indicating that the respondents have been unanimous. Although the respondents have been unanimous in their rankings for *Fire* and *Flood* factors, yet the agreement is of low significance looking at their respective correlation coefficients of 0.275 and 0.241. This gives an indication that the agreement between the two rankings is imperfect.

Conclusion

Northern Nigeria has been blessed with a rich legacy of buildings with high historical and architectural values that provide a sense of identity and continuity for future generations. In order to continuously care and protect them from being demolished; prolong their life span and functions and generate more and more revenue to the government, it became necessary to identify the key environmental that militate against the survival of these buildings as this would help tremendously in developing a good conservation plan for preserving the cultural significance of these buildings. The key environmental factors that affect the survival of heritage buildings in northern Nigeria have been identified and ranked according to the extent to which they hinder the existence of heritage buildings in the region. It was found out that *Flood, Fire, Urban Development* and *Biological Agencies* were ranked among the most significant factors identified by both categories of respondents while *Air Pollutants, Temperature and Vandalization* ranked among the least significant factors hindering the existence of heritage buildings in Northern Nigeria. In addition,

Kendall's rank correlation test was carried out using SPSS to measure the similarity of the orderings of the data when ranked by each of the respondents. For *Rainstorm, Biological agencies, Ground Salts & Waters, Urban development, Moisture, Windstorm, Solar Radiation, Air Pollutants, Vandalization* and *Temperature* factors; the results show that the agreement between the two rankings is perfect and the two rankings are the same indicating that the respondents have been unanimous in their rankings while the agreement between the two rankings is imperfect for *Flood* and *Fire* factors. By way of conclusion, all stakeholders of heritage buildings in northern Nigeria need to look critically at the environmental factors identified in this paper especially *Flood, Fire, Urban Development* and *Biological Agencies* as they pose a serious threat to the survival of our cherished cultural heritage. Our heritage is our identity! This paper calls upon all stakeholders of heritage buildings in Nigeria to join hands in conserving our valued heritage because it is mainly through conservation that we can pass on to future generations what is currently identified as being of cultural significance today.

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Gendered Advertising in Tourism: An Assessment of Tourists' Perceptions

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ABSTRACT

The paper examines perceptions of male and female tourists regarding portrayal of gender in tourism advertisements. The aim is to investigate if the traditional stereotypical portrayal of genders has adapted to and changed with modernizing times to reflect gender equality and dignified portrayal of men and women in tourism advertising. The results suggest that both men and women generally perceive women to be still portrayed as the attractive submissive 'object' in tourism advertisements. More Indian respondents compared to foreign are of the view that particularly in India, despite manifold changes in the status of women, the traditional stereotypical representations of females remains present.

KEYWORDS: *Gender Stereotypes, Tourism Advertising, Gender Roles.*

Introduction

Gender specific images are used in all marketing for advertising products and services. Tourism services (accommodation, entertainment, transport and recreation) and tourist destinations too make use of gender to attract potential tourists as consumers. However all marketing is blamed for using stereotypical imagery in advertising, portraying males as confident, demanding and powerful and females as soft natured, docile, dependent, complacent and submissive. Often the male is portrayed as the 'viewer' who is invited to *look with* the subject, and the female portrayed as the 'object' to be *gazed at.* Advertising therefore, becomes an agent of strengthening gender stereotypes and gender roles to reflect upon the status and treatment of men and women.

It is suggested that cultural environment significantly shapes advertising. Cateora (1993) suggests that roles and status positions within a society are affected by the dictates of social organizations and rules for each of these roles vary from culture to culture. The traditional notion of male/female roles varies across cultures and gender images correspond directly with the gender roles in different cultures.

Distinguishing between eastern and western cultures, Hofstede (1980) indicates, that the cultural values of Asian nations such as India, are significantly different from those of countries like the United States, Canada, and Britain. Media plays a major role in reflecting and communicating these cultural values which influence our interpretation of gender roles across societies through gender-related images in advertising. Though strong similarities in gender-role portrayals in advertisements have been noted across cultures but several differences have also been identified (Wiles & Tjernlund, 1995; Milner & Collins, 1998). While in certain countries advertisements indicate gender neutrality by depicting men and women at an equal societal level, in other countries one gender is portrayed as dominant and the other submissive.

The advertising industry has been often accused of conveying false stereotypes (Pollay, 1986). It has been a distinct target of the feminist movements that vehemently address and disapprove of gender discrimination accusing advertising of creating and reinforcing false gender identities. However over the last few decades, societal and cultural transitions towards modernity and progressives have gained considerable momentum. Such societal changes have been of advantage particularly for the disadvantaged gender (women) and are positively leading to a gradual shedding of gender stereotypes in times of blurring of gender roles. Stereotypical male/female identities no longer hold true and have started losing their relevance showcasing gender neutrality and equality in every facet of life.

As societal changes affect cultures, the advertising industry has taken cognizance of the newly emerging gender realities moving towards changed portrayal of gender images. Such changing nature of advertising however has been more characteristic of western societies with regard to towards equal portrayal of genders. In the Indian context, the age old portrayal of females as the submissive gender stills remains engrained in society with slow transition towards according a dignified status to women.

In tourism research, stereotypical gendered advertising has attracted keen attention of feminists and scholars who have strongly accused the advertising industry of using sexist images, especially of females used as agents to sell tourism services and portrayed as passive attractive companions to men in vacation advertisements. Based on the contention that women are not represented in a dignified manner in tourism advertising, this paper through evaluation of tourist (male and female) perceptions on gender representations, attempts to identify, if at all, tourism advertising has moved towards deconstructing gender stereotypes in accordance with the new gender identities of the changing times.

Theoretical Background

Gender stereotypes in advertising: Gender stereotyping in advertising has been going on since 1960s but has in the last few decades become a keen area of research interest (Gilly, 1988; Hall & Crum, 1994; Kempf, Palan and Laczniak, 1997; Lavine, Sweeney and Wagner, 1999; Napoli, Murgolo-Poore & Boudville, 2003). Gender stereotyping involves associating particular personality traits with males and females that typecasts their behavior and roles in society (Pollay 1986; Rudman & Borgida, 1995; Schroder, Wulf and Hofstee, 2001). Stereotyping showcases men as more confident, aggressive and independent while women as compassionate, nurturing and service oriented (Schein 1973; Zenmore, Fiske, & Kim, 2000). Vestergaard and Schroder (1985) suggest that the ideals of 'domesticity' and' beauty idol' are used as normative guidelines to portray images of women.

In advertising, as per their stereotypical image, women are generally presented as a decorative presence enhancing the product. They are portrayed as homemakers, inferior in the abilities and skills and as objects of sex and beauty (Courtney & Whipple, 1974; Goffman, 1979; Lysonski 1985; Lambiase et al, 1999) used by marketers as tools to attract consumers. Studies reveal that women are usually portrayed in unrealistic and stereotypical roles. Badger (1993) contends that there is manipulation of gender differences in order to 'feed the

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fantasy of the male tourist'. Hence men are advantaged to be shown as privileged consumers. Anthropologist, Goffman (1979), author of *Gender Advertisements*, holds the premise that by studying the presentation of gender by advertisers, one can be helped to see oneself. Fishburn (1982) suggests that this can create serious problems in how a society perceives the genders, because these pictures are not perceived as unnatural by most people, but in reality may not be true representations of the genders.

Gender portrayal in tourism advertising: The tourism industry too uses gender as a significant tool to construct images of a destination or vacation package by commoditizing women and showing them as attractive objects (Pritchard, 2006) and doting on men as pleasant companions in advertisements of hotels, airlines, and entertainment and tourism destinations. Gendered and heavily sexualised representations of women are infused in tourism marketing (Kinnaird and Hall, 1994). However, when studying the genders representations as tourists, western female tourists are more often portrayed as 'independent' while those from developing male dominated countries are shown as submissive. Leontidou (1994) suggests that men are shown as 'travelers' and women as 'hostesses'. Given the choice between portraying an attractive man or an attractive woman enjoying the product, marketers tend to choose the latter. Interestingly, when men are seen in advertisements, they tend to be active, often enjoying holidays or participating as business travelers. Women are usually portrayed as passive 'eye candy' in the holiday experience.

Gender images, the changing context: As societies advance and modernize, submissive portrayals of female gender have become a matter of concern for women, backed by strong ever increasing feminist movements that challenge male superiority and are aimed at recognizing the dignity and status and demand equality of genders in all areas of life. Stereotypical representations often encourage viewers to internalize the socially constructed images of feminity in a society (Walstedt, Geis & Brown, 1980) and this is the reason that the negative effects of female stereotypes have taken up a voice, vehemently being addressed by several segments of society including scholars, feminists, media and consumers (Lafky, Duffy, Steinmaus, & Berkowitz, 1996).

In reality, progressing societies are characterized by an increasing blurring of gender roles (Hupfer, 2002) and the traditional male/female images no longer remain true. Taking the case of advertising, Wolin (2003) reports that over the years, gender stereotyping in advertisements has decreased. Other findings reveal that the present nature of male/female images portrayed signifies that the advertising world is being sensitized to demolish specified gender identities. However, a conflicting view suggests that the portrayal of women in advertising has not changed much (Huang 1995, Sengupta, 1995) and the conventional images in advertising are at still odds with the changing status of females across societies. Hence these two contradicting contentions expose us to a continuing debate to investigate further the issue of gender representation in advertising.

Research Questions

Substantial review of literature suggests that there has been little change in advertising in terms of deconstructing gender stereotypes. Advertising remains manifest with the traditional images of females as 'sex objects' and men as 'masters' in society. Despite social progression, male/female images in contemporary times are defined inappropriately and are at odds with the emerging social gender status realities. Investigating the case of tourism advertising, the research questions (RQ) that this papers set out to explore are as follows:

RQ1.- In tourism advertisements are women viewed by both males and females as 'sex objects' and 'dependent' companions of men?

RQ2.- How actively are men and women portrayed as participants in tourism activities?

RQ3.- Are males projected as 'travel decision makers' and females as 'caregivers' even in holiday advertisements?

RQ4.- In tourism advertising, are females portrayed as "independent tourists?

RQ5.- Do Foreign and Indian respondents share similar perceptions of gender representations in tourism advertisements that signify the status of genders across societies?

Methodology

Total samples of 400 respondents were selected for the study. Using stratified random sampling, 200 males (i.e. 100 Indian and 100 Foreign) and 200 females (i.e. 100 Indian and 100 Foreign) (n=400) an opinion survey was administered on the sample. The survey consisted of 'eight opinion statements' identified by the researcher to gauge the overall perception of male and female tourists about gender portrayal in tourism advertising. Response to each statement was evaluated on three point scale of Agree, Disagree or Cannot Say and opinions were assessed through statistics using frequency and percentage of respondents on each statement. Besides male and female opinions, Foreign and Indian tourist opinions were also compared to understand if there are cross cultural differences in perception of gender portrayal in tourism advertisements.

Findings and Discussion

Male and Female Respondents Perceptions on Gender Based Advertising in Tourism

Perceptions of Male Respondents: For responses on women being shown as 'dependent' and as 'sex objects' in tourism advertisements, the male responses (Table No. 1.) agreeing to the statements outnumbers the disagree response. Out of 200 male respondents for each statement, 44% agree with the view that women are shown as 'dependent on men', while 49.5% agree that women are portrayed as 'sex objects'. For most other statements too, responses of men fall on the agree end. 48.5% men agree with the statement, that it is men who are shown as 'active participants' in tourism activities. 45.5% readily agree that women are only shown as passive 'spectators' to the activities that their travel companions are participating in.

Table No. 1. Gendered Tourism Advertising: Male Opinion

Sr. No.	Gender Portrayal in Tourism Advertisements (Opinion Statements)	Responses		
		Male (200)		
		Agree	Disagree	Can't Say
1	Tourism ads show women as 'dependent' on men. (RQ1)	88 44%	79 39.5%	33 16.5%
2	Tourism ads portray women merely as 'sex objects'. (RQ1)	99 49.5%	71 35.5%	30 15%
3	In tourism ads men are shown as 'active participants' in tourism activities. (RQ2)	97 48.5%	65 32.5%	38 19%
4	Women are shown only as 'spectators' to the tourism activities participated in by their companions. (RQ2)	91 45.5%	61 30.5%	48 24%
5	Tourism ads give the impressions that it is usually the men who are 'travel decisions makers'. (RQ3)	113 56.5%	51 25.5%	36 18%
6	Family vacation ads depict women in their extension of 'care taking' roles, even on vacations.(RQ3)	99 49.5%	59 29.5%	42 21%
7	Tourism ads show women as travel companions alone, not as 'independent tourists'.(RQ4)	95 47.5%	63 31.5%	42 21%
8	Male/ female portrayal in tourism ads indirectly reflects the status accorded to each gender in a society.(RQ5)	108 54%	50 25%	42 21%

Source: Primary Data through Questionnaire. Note: Responses for each statement add up to 200 (100%). The shaded cells depict the highest concentration of responses for every statement.

From the responses of males it emerges that the majority i.e. 56.5%, agree with the view that tourism advertising reflects that male to be the travel decisions maker. 49.5% believe that even in vacation ads women are shown in their extension of 'care-taking' roles, more than in 'tourist roles' while 95% agree that women are not shown as independent tourists. The majority 54% feel that tourism advertisements reflect the status of gender in a society.

Perception of Female Respondents: Most women (Table No. 2) disapprove that they are shown as dependent on men (42%) or simply as 'sex objects' (38.5%). While 43% women agree that it is men who are shown as 'active participants' as tourists, the majority 48% disagree that they are mere spectators in vacation ads. Significant 58.5% women are of the view that from tourism advertising it seems that it is 'men who are travel decision makers'. 48% believe that they are shown in their 'extension of care taking roles' even in family vacation advertisements (laying down a picnic mattress, holding children etc).

Table No. 2. Gendered Tourism Advertising: Female Opinion

Sr. No.	Gender Portrayal in Tourism Advertisements (Opinion Statements)	Responses		
		Female (200)		
		Agree	Disagree	Can't Say
1	Tourism ads show women as 'dependent' on men. (RQ1)	66 33%	**84** **42%**	50 25%
2	Tourism ads portray women merely as 'sex objects'. (RQ1)	75 37.5%	**77** **38.5%**	48 24%
3	In tourism ads men are shown as 'active participants' in tourism activities. (RQ2)	**86** **43%**	60 30%	54 27%
4	Women are shown only as 'spectators' to the tourism activities participated in by their companions. (RQ2)	49 24.5%	**96** **48%**	55 27.5%
5	Tourism ads give the impressions that it is usually the men who are 'travel decisions makers'. (RQ3)	**117** **58.5%**	36 18%	47 23.5%
6	Family vacation ads depict women in their extension of 'care taking' roles, even on vacations. (RQ3)	**96** **48%**	59 29.5%	45 22.5%
7	Tourism ads show women as travel companions alone, not as 'independent tourists'.(RQ4)	67 33.5%	**83** **41.5%**	50 25.%
8	Male/ female portrayal in tourism ads indirectly reflects the status accorded to each gender in a society. (RQ5)	**122** **61%**	29 14.5%	49 24.5%

Source: Primary Data through Questionnaire. Note: Responses for each statement add up to 200 (100%). The shaded cells depict the highest concentration of responses for every statement.

41.5% disagree with the view that they are not shown as 'independent tourists'. They calim that they are equal participants as males, in the activity of vacation taking and can travel alone by themselves. Like men the majority 61% believe that advertising reflects the status accorded to women in society.

Similarities and Differences in Male and Female Perceptions: Male and female perceptions on RQ1 are different. Males largely agree to females being portrayed as 'sex objects' and 'dependent' on men. However females reject this perception perhaps in order of a demand of respect for their status and believe that their images speak of their beauty but not dependence on men. To RQ2, both men and women agree that it is the male gender that is found to be actively engaging in tourist activities while women if shown in the advertisements are passive companions. For RQ 3, both males and females agree that advertisements convey the male to be the travel decision maker and portrays females in their traditional care giving roles. For RQ4, men do not see women as independent tourists, while women do. However both men and women agree on RQ5 that advertising reflects the status accorded to gender in a society.

Comparison of Foreign and Indian Respondent Perceptions on Gender Representations in Tourism Advertising

Table No. 3 and 4. provide a breakup of Foreign and Indian tourist sample to study any significant similarities or differences between responses of Foreign and Indian males and females on the statements on gender based marketing.

Table No. 3. Gendered Tourism Marketing: Foreign and Indian Opinions (Males)

	Opinion Statements	Male (200)					
		Foreign Males (100)			Indian Males (100)		
		*A	*D	*C.S	*A	*D	*C.S
1	Opinion Statement 1	36	57	7	52	22	26
2	Opinion Statement 2	40	50	10	59	21	20
3	Opinion Statement 3	32	53	15	65	12	23
4	Opinion Statement 4	49	40	11	42	21	37
5	Opinion Statement 5	46	39	15	67	12	21
6	Opinion Statement 6	55	29	16	44	30	26
7	Opinion Statement 7	42	45	13	53	18	29
8	Opinion Statement 8	52	30	18	56	20	24

Source: Primary Data through Questionnaire. Coding: *A- Agree, *D- Disagree, *C.S.- Can't Say.** Opinion Statements are as in Table No. 1. The shaded cells depict the highest concentration of responses for every statement. Note: All three options of responses (A, D. C.S) add up to 100 for each statement in case of Foreign and Indian males.

Table No. 4. Gendered Tourism Marketing: Foreign and Indian Opinions (Females)

	Opinion Statements	Females (200)					
		Foreign Females (100)			Indian Females (100)		
		*A	*D	*C.S	*A	*D	*C.S
1	Opinion Statement 1	17	**64**	19	**49**	20	31
2	Opinion Statement 2	23	**61**	16	**52**	16	32
3	Opinion Statement 3	24	**53**	23	**62**	7	31
4	Opinion Statement 4	22	**71**	7	27	25	**48**
5	Opinion Statement 5	**53**	23	24	**64**	13	23
5	Opinion Statement 6	32	**46**	22	**64**	13	23
6	Opinion Statement 7	19	**63**	18	**48**	20	32
8	Opinion Statement 8	**58**	18	24	**64**	11	25

Source: Primary Data through Questionnaire. Coding: *A- Agree, *D- Disagree, *C.S.- Can't Say.** Opinion Statements are as in Table No. 1. The shaded cells depict the highest concentration of responses for every statement. Note: All three options of responses (A, D, C.S) add up to 100 for each statement in case of Foreign and Indian females.

Comparing gender based Foreign and Indian responses, it stands out on RQ, 1, 2, 3, 4 and 5, that majority Indian respondents feel that yes, women are depicted as decorative sex objects, passive companions in care taking roles, and not as independent tourists making travel decisions. This indicates that Indians still perceive women in an inferior position to men, particularly because the Indian society is a male dominated society and the perception is that advertising reflects this status of genders.

On the contrary, majority of foreign respondents reject the portrayal of females as objects of attraction and inferior to men in advertisements. Foreign respondents (both males and females) perceive each other to be respectably portrayed in advertisements as equally active and independent tourists.

Both Foreign and Indian respondents however agree on RQ 3 and RQ5, that tourism advertisements give the impression that men reign the travel decision making process, and that advertising reflects the position of the genders in society.

Conclusion

It is concluded from this study that the commonly held perception is that males are portrayed in a more dignified manner than females in tourism advertising and are usually targeted as vacation decision makers. As the status ascribed to women has changed significantly for the better in most societies, women reject the view that their gender is portrayed as derogatory or sexist. Further, the results indicate that foreign respondents view that advertising industry has started playing a significant role in deconstructing gender stereotypes particularly in western countries. On the contrary in India, tourism advertising remains manifest with gender biased images. These results are consistent with the findings of Aruna, Kotwal and Sahni (2008) who support the view that in India women are still portrayed in stereotypical roles contrary to the actual blurring of gender roles in society

Though the change and development in societies has had its influence on marketing and advertising industry, there are views which suggest that regardless of gender equality movements, media representations of women and men have seen little serious change and advertising needs to adopt an active approach towards deconstructing gender stereotypes to keep in consonance with changing status of genders across societies. Therefore, the issue of gender representation in advertising under the present changing societal context deserves further research attention.

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Strategising Hospitality Environmental Change- Case Study of An Ecotel

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ABSTRACT

Integration of sustainability into business is an emerging phenomenon. Our stakeholders are calling for robust policies, improved performance, openness and transparency on sustainable development. It is no longer just environmental campaigners and governments that are taking a keen interest. The investment community, our employees and customers are also expecting leadership on these issues. The paper is a case study of The Orchid Hotel Mumbai, which maintains a five-globe Ecotel certified status. The study is a thorough research on the resource management practices adopted by The Orchid. It offers an input to the concern of foundations for the development of strategic environmental management and control systems as also critically evaluates the present environmental research relating to the key drivers of hospitality environmental strategy. The results exhibit the presence of an environmental control interruption. It also offers a new integrative framework of environmental plan and management control to facilitate environmental practice for future.

KEYWORDS : *Environmental Resources, Hospitality, Management Strategy, Sustainability*

Introduction

A number of factors contribute to the importance of environmental strategy and management in hospitality industry. First, it represents a foremost part of the hospitality and tourism industry, one of the largest global industries. Second, with the growth of national and international tourism, the hospitality sector is assuming a higher public profile and may increasingly attract the attention and scrutiny of community groups, environmentalists and regulators. Third, more affluent consumers may increasingly demand 'green' accommodation, and regulation may intensify for better waste disposal, and improved water and energy conservation. The heightened interest in environmental accountability will become the challenge of not only developing corporate environmental objectives and strategies but also achieving effective implementation. One key to effective implementation lies in the linkages between environmental strategies, corporate accounting and management control functions. The study is an attempt to critically review these linkages and find out the future possibilities. It elaborates on the eco-activities of The Orchid Mumbai and also specifies means of scaling up in future.

Literature Review

Elkington and Burke (1991) suggest that the first step in the process of strategy formation should be to construct an environmental policy. Kirk (1995) reports that only about 20% of his sample of hotels studied had a written environmental policy. Kirk again (1996) makes a special mention about environmental management with special reference to materials and waste management. In his study on attitudes and environmental management (1998), Kirk addresses the factors that determine the deployment of environmental management practices and its effects on hotels. The research paper by Font and Ahjem (1999) introduces the ethical reasons for tourist destinations to follow market-led or supply-oriented strategies when developing tourism as an option. They employ economic, environmental and social issues to exemplify the process of pure strategy. Webster (2000) speaks only about the primary environmental issues. Gray and Bebbington in 2001, on the other hand, elaborate on the rising importance and necessity of formal waste management strategy within the management structure of a business.

Study on hotels following Ecotel operating standards, Wyndham Green operating standards or Clean Development Mechanisms shows that though certain environmentally conscious hotels follow a set of eco-activities, inclusion of environmental policies and strategies as an integral part of corporate management system has not gained much importance in India. One potential reason for the hospitality industry's muted support for environmental management strategies may be due to the manner by which hotel managers are controlled and evaluated. Empowering the staff happens to be an important criterion that should be considered at this juncture. On the other hand, environmental reporting and achievement of environmental targets are generally viewed as being unimportant control criteria though this could lead to possibility of benchmarking allowing for more accurate decision-making in future. These would illustrate the benefits of adopting environmental strategies.

Methodology

The study is an empirical research where examination on collected opinion of respondents was carried out to provide significant insights into situations and explained with the help of a case. The initial step was to gather preliminary information that would help to define problems. The design included environmental criteria in the decision-making or filtering steps that led to the analysis of the data. Information collected was from environment department of The Orchid Hotel, Mumbai through open and close ended questionnaire followed by interviews (both personal and telecom). The basic philosophy of the questionnaire was based on the broad heads including General information, Environment Management Systems, Response of the visitors to environment effort as received by the hotel and Role of senior management. Opinions of guests were collected as and when required. Totally, 96 guests were interviewed at various times of the year to maintain homogeneity.

The Orchid: The First Ecotel in Asia

Study shows that the Orchid commits towards Environmental Management so as to remain leaders by-

- Optimizing the use of resources such as energy, perishable food products, water, paint and paper.
- Enhancing the practice of waste management, which is to reduce, reuse and recycle.

- Implementing environmental awareness of suppliers, team members, guests and the local community.

The Orchid, with an effort to stand out from the crowd has heightened its level by various innovative eco-friendly inclusions-

The hotel is flanked by drip-irrigated greenery on either side, which reduces water use by 50%. The building is designed with rooms facing the atrium and not directly exposed to the external elements thus reducing the heat load. The swimming pool is located on the rooftop acting as an insulator from the heat. The cement used is Portland Pozzalana containing 15-20% fly ash, as compared to Ordinary Portland Cement. Internal partitions are made from fertilizer waste. All taps contain special aerators, which increase the water's force and reduce outflow, saving water. Using these aerators, water is saved up to 50%. The Geberit concealed cistern is used. Wastewater is recycled, treated and reused in areas like air-conditioning and gardening. Energy efficient lamps are used. Attached to the air-conditioning system is the tank to store cold energy during off-peak hours, which is then used during the peak hours reducing compressor overloading and cutting power consumption. The heat generated from the air conditioners provides hot water to the guestrooms, laundry, toilets and kitchen. Within the room the guest can participate in the energy conservation by pressing the eco-button on the master control panel. Steps have been taken to reduce air pollution by installing air scrubbers in the boiler outlet connected with the chimney. The Orchid in its endeavor to become a 'zero garbage' hotel has undertaken vermiculture composting on the hotel site. Kitchen garbage is diverted to 9 bins built for the process. All paper products at The Orchid contain at least 50% recycled content. Incoming packaging material has been reduced by about 30%. Suppliers are regularly screened to ensure they fulfill the hotel's stringent environmental criteria. Employees undergo a thorough environmental induction programme to ensure their conduct conforms to the eco-sensitive culture of the hotel.

Discussion

The good practices adopted by The Orchid could be an awareness of environment and sustainable development, and should encourage extensive programmes of service industries in the same arena. Commitment and environmental sensitivity of The Orchid reveal that they have innovative eco-friendly practices in place. This, of course, has made them the leaders in hospitality industry and an inspiration for other hotels to go green.

It is believed that the installation of formalized planning and control systems operates at the level of developing new environmental action authorizations and positive resource allocation for environmental strategy implementation. At The Orchid staffs are very well trained, however, there are possibilities for empowering staff which of-course would go much further. They offer the prospect of creating longer lasting hotel environmental strategies of potentially greater environmental and organizational impact via the creation of shared environmental values and beliefs and agreed norms of environmental responsibility, seamlessly integrated into the overall organizational, operational and financial values and objectives.

Secondly, the hotel requires a well-framed written Environment Management Policy. For this, the environmental management system must be an integral part of the hotel's overall corporate strategy. This would require a balancing of management incentives with positive environmental outcomes giving rise to an environmental working model. This working model would be a continuous and ever evolving endeavor adding ideas of even the empowered staff and hence would never fall stagnant.

To elaborate on the strategy it could be further said that management control systems, management information systems and corporate planning systems could be conceived as part of social systems having three major properties-

a) structures – systems of rules and resources

b) concept– means by which structure produces action

c) interaction – actions taken by organizational members working within these systems

Thus, the interaction of people with the structure would result in actions and interactions that in turn would produce communications, rewards and sanctions, and the power to achieve desired objectives and outcomes. The policies would thus reflect and be driven by emerging environmental values which themselves could drive longer term action by articulating staff's interpretation and sense-making of their customer-related, operational and environmental roles and responsibilities. This in turn would offer a focus upon the linkage between environmental objectives and strategies, and integrated environmental and financial outcomes for both hotels and guests being accountable for-

- a clear reduction in the organization's dysfunctional environmental impact
- operational efficiency improvements or maintenance of longer term operational efficiency targets
- development of a positive environmental reputation amongst communities and guests

Conclusion

To conclude, it could be said that the design and operation of a hotel facility can never eliminate environmental impacts. Thus, the adoption of environmental values would require a continual search for improvements on existing practices. The adoption of environmental strategies as new trend or paradigm would offer opportunities for those early adopters and those who seek to leverage it to their advantage. Thus, there would be an environmental operation that would educate the surrounding community and achieve greater environmental success through cooperation and increased market share.

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An Exploratory Study on Corporate Governance Practices in Indian Hotel Industry

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ABSTRACT

Indian hotel sector in on the high growth path with surge in business and leisure travelers. Technopak (2008) estimates the Indian hotel industry at US$ 17 billion; 70% (US$ 11.85 billion) contribution comes from the unorganized sector and the remaining 30% (US$ 5.08 billion) comes from the organized sector. As the industry grows, there is a greater need for the sector to incorporate the corporate governance practices in its day to day activities. This paper examines corporate governance reforms being implemented in India and how the hotel industry can benefit from integrating corporate social responsibility into their daily operations.

KEYWORDS: *India, Hotel, Corporate Governance.*

Introduction

Since the Wall Street crash in 1929, and the recent Lehman Brother collapse, with every corporate scandal, corporate governance limelight gets brighter and each failure attracts more stringent laws and regulations. The field of corporate governance has attracted a great deal of interest in the last decade, mainly as a result of financial scandal such as Enron in USA, Parmalat in Italy and our own Satyam Computer Services scandal in India. These and similar financial failures reinforce the emergence and role of certain governance guidelines and regulations, which aim to promote transparency with regard to the affairs of the company to its investors and stakeholders.

Corporate governance is the set of processes, customs, policies, laws and institutions affecting the way an organization is directed, administered or controlled. Corporate governance also includes the relationships among the many stakeholders involved and the goals for which the organization is governed. (Luo, 2005) describes corporate governance as "the relationship between the corporation and the stakeholders that determines and controls the strategic direction and performance of the corporation".

One of the most appropriate definition of Corporate Governance has been given by The Institute of Company Secretaries of India (ICSI) (2009) *"Corporate Governance is the application of best management practices, compliance of law in true letter and spirit and adherence to ethical standard for effective management and distribution of wealth and discharge of social responsibility for sustained development of all stakeholders. Its principles* *are :- a) sustained development of all stakeholders, b) effective management and distribution of wealth, c) discharge of social responsibility, d) application of best management practices, e) compliance with law in letter and spirit, and f) adherence to ethical standards".*

India has a good corporate governance structure, mainly as a result of the different committees set up by various regulatory bodies which includes the Ministry of Corporate Affairs (MCA), Government of India, and the Securities and Exchange Board of India (SEBI). In India, corporate governance initiatives were started in 1990's. The real genesis of corporate governance lies in the scams and failures in 1990s due to weak monitoring and regulation system. According to Afsharipour (2010) "India's corporate governance reforms have accompanied the country's economic transformation. The needs of India's expanding economy, the increased presence of foreign and institutional investors (both domestic and foreign), and the growing desire of Indian companies to access global capital markets by gaining listing on stock exchanges outside of India, have spurred corporate governance reforms".

In late 1990s, SEBI constituted a number of committees to help prepare corporate governance standards for listed companies in India. As Afsharipour (2010) states "In 2000, SEBI introduced unprecedented corporate governance reforms via Clause 49 of the Listing Agreement. Clause 49, which has been described as a watershed event in Indian corporate governance, established a number of requirements with a focus on the role and structure of corporate boards, internal controls and disclosure to shareholders". Basically, following initiatives were taken in India in implementing corporate governance practices. These are;

- Code of Conduct published by Confederation of Indian Industry (CII) in 1998
- Kumarmangalam Birla Committee set by SEBI (1999)
- Ministry of Corporate Affairs (MCA), India formed the first Naresh Chandra Committee (2002), following the enactment of Sarbanes- Oxley Act in the USA
- Narayan Murthy Committee set by SEBI(2003).
- National Foundation for Corporate Governance set up Ministry of Corporate Affairs (MCA)
- Ministry of Corporate Affairs (MCA) convened the Irani Committee in 2004
- Ministry of Corporate Affairs (MCA), Companies (Amendment) Bill, 2009.
- Ministry of Corporate Affairs (2009) released a set of voluntary guidelines for corporate governance.

Globalization has not only significantly heightened business risks for companies operating in India, but has also compelled Indian companies especially hotel companies to adopt international norms and good governance. Much has been heard, talked and said about the topic of corporate governance, but unfortunately not much has been examined with respect to corporate governance practices in Indian hotel industry.

Many authors have looked at corporate governance practices in India (Afsharipour,2010; Bose, 2007; Chakrabarti , Yadav & Megginson, 2010; Das & Ghosh, 2004; Sarkar & Sarkar, 2000). Few authors have looked at corporate governance practices with specific reference to hotel industry. Most of the studies have looked at ownership structure and company performance in the light of corporate governance theory and the actual privatization process

(Tang et al. 2006; Petrovic & Cerovic, 2010; Cvelbar and Mihaliè, 2007). Oak and Iyengar (2009) investigated the differences in corporate governance between hospitality and non hospitality firms and found that hospitality firms have lower governance control mechanisms, better financial performance and higher-quality earnings than non hospitality firms. HVS Executive Search (2010) reviewed 21 publicly listed European hotel companies for their corporate governance practices using four criteria –

(a) Size, makeup and independence of the board,

(b) Committee structure and effectiveness,

(c) Presence of interlocks, insider participation and related transactions and,

(d) Commitment to pay-for-performance for executives and directors pay.

The HVS study indicates that only five out of the 21 companies had the recommended number of board members and few companies had corporate governance committee.

Before moving into the content of the paper there is one major caution that we must record. Although there is, a considerable literature on corporate governance as it relates to other industries, remarkably less information available on ' Corporate Governance in Hotel Industry with reference to India', that deals directly with hotel companies.

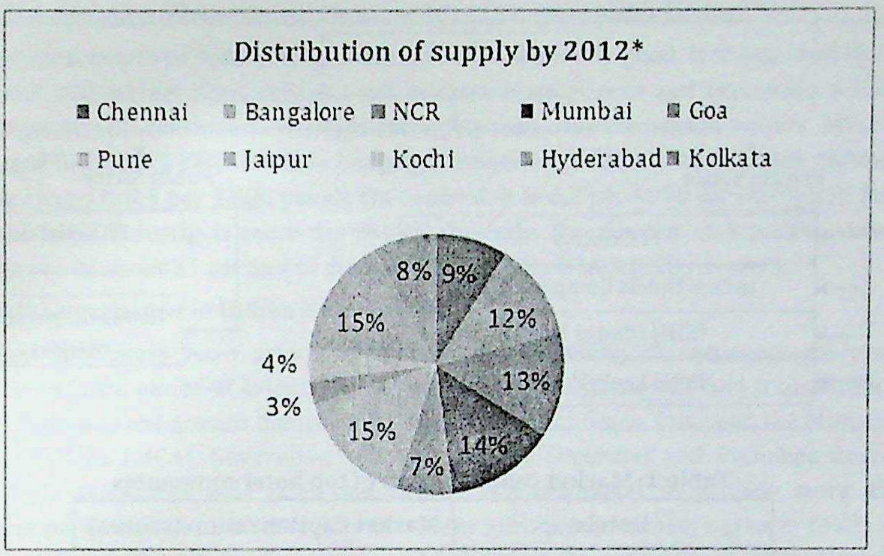
Corporate Governance is particularly relevant for hotel companies, as they are confronted with a range of issues which may include different markets, shareholders, stakeholders, governance systems and regulations. Also, the debt financing in the hospitality industry is higher than in other industries (Oak and Iyengar, 2009). As a result the top management may feel obliged to engage in more monitoring. As major hotel groups are going for further expansion, IPO has become a preferred mode for raising their capital, which requires companies to follow stringent corporate governance norms instituted by the respective stock exchanges, where the stocks are listed.

Following this introductory section, this paper attempts to examine Indian hotel industry in general, the present status of corporate governance in Indian hotel industry and the advantages of implementing good corporate governance practices for the hotel industry.

Major Players in Indian Hotel Industry

Indian hotel sector in on the high growth path with surge in business and leisure travelers. According to India Brand Equity Foundation (2010), "*India is expected to double the number of branded hotel rooms from 100,000 now in just three years. Leading the pack are global hotel chains, which will add over 300 hotel properties (an estimated 55,000 rooms) in the country by 2013, as per data compiled by companies*". Technopak (2008), estimates the Indian hotel industry at US$ 17 billion; 70% (US$ 11.85 billion) contribution comes from the unorganized sector and the remaining 30% (US$ 5.08 billion) comes from the organized sector (for more details on supply and demand and structure of Indian hotel industry, see Graph- 1).

Graph 1- Distribution of hotel room's supply by 2012



Source: Knight Frank Research (2008), 4th Quarterly, p. 2, Figure 1.

Ministry of Tourism, India classifies hotels with the help of Hotels & Restaurants Approval & Classification Committee (HRACC). According to this, the hotel sector in India can be grouped into three segments;

a) luxury hotels,

b) mid-segment hotels and,

c) unclassified hotels.

Geographically, while initially the focus was on the major metros, the shift is now towards tier-II and tier-III towns and cities. The committee inspects and assesses the hotels based on the facilities and services offered. Generally, hotels in India are classified under 2 categories

I. Star category hotels
   - Five star deluxe, 5 star, 4 star, 3 star, 2 star and 1 star

II. Heritage category hotels
   - Heritage grand, Heritage classic and Heritage basic

The combined market capitalization of all the hotel companies listed in Bombay Stock Exchange (BSE) is 23,191.02 crores (as on 24 November 2010). Indian hotel industry is dominated by few players which includes Indian Hotels popularly known as Taj group of hotels, EIH group known as Oberoi hotels, Leela group of hotels and ITC hotels. The ITC hotel as a separate entity is not listed in the stock market. It is the ITC Group as a whole which has a market capitalization of over 30 billion dollars. (See diagram 1 and table 1 for details)

Diagram 1 - The major players in the Indian hotel industry

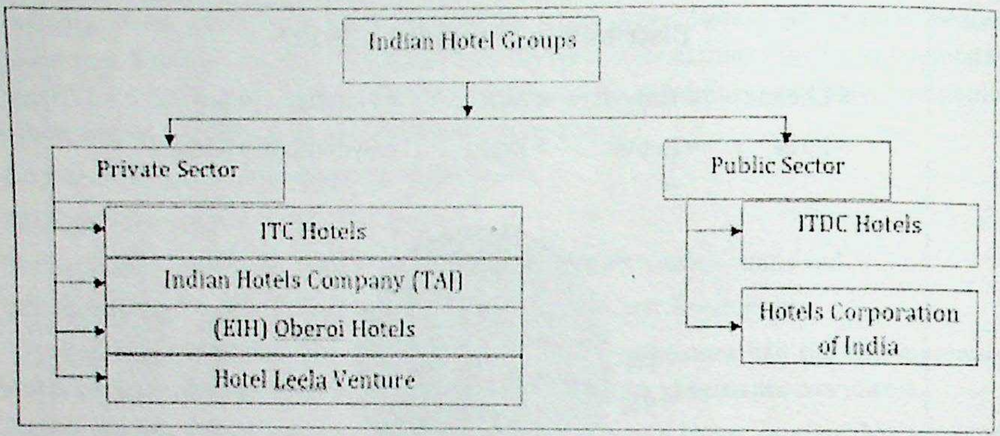


Table 1: Market capitalization of top hotel companies

Hotels	Market Capitalization (crores)
Taj Hotels	7176.85
Oberoi Hotels	4546.48
Leela Hotels	1774.30

Source: Bombay Stock Exchange (* As on 24 November 2010.)

The 'Incredible India' destination campaign has also helped in the growth of domestic and international tourism and consequently the hotel industry. The foreign tourist's arrival and earnings suffered badly during October 2008 to June 2009 due to global economic recession and this had an impact on the hotel industry. According to HVS (2010) *"In terms of RevPAR, [Revenue Per Available Room] all categories experienced a marked decline in 2009/10. The five-star deluxe hotels experienced the maximum decline in Indian rupee terms (16.2%) followed by the five-star hotels (15.4%). The four star and three star hotels each saw a decline of 15.2% and 5.1%, respectively"*.

It started improving since July 2010 with the receding impact of recession, while the growth of tourist arrival has been normalizing recently with the exit of low base. However, the foreign exchange earnings per tourists have increased sharply during 2010. The FTAs(Foreign Tourist Arrival) in India during the Month of August 2010 were 3.82 lakh as compared to FTAs of 3.50 lakh during the month of August 2009 and 3.83 lakh in August 2008. FTAs during the period January-August 2010 were 34.67 lakh, representing the growth rate of 9.7%, as compared to the FTAs of 31.60 lakh during January-August 2009. This increased growth in tourist arrival had its spillover on the hotel industry. The year 2009-10 witnessed the highest number of hotel openings, with an addition of 14,081 branded rooms to the existing supply. HVS Report (2010) indicates "This substantial growth was boosted by the increased room inventories in Delhi- NCR and Mumbai; Delhi during the same period also crossed the 10,000 branded room's mark".

Substantial investments in tourism infrastructure are essential for Indian hotel industry to achieve its potential. The upgrading of national highways connecting various parts of

India has opened new avenues for the development of budget hotels in India. Hotel Industry in India has also got a fillip with Delhi hosting 2010 Commonwealth Games.

The future scenario of Indian hotel industry looks extremely good. It is expected that the budget and mid-market hotel segment will witness huge growth and expansion while the luxury segment will continue to perform extremely well over the next few years. According to US based hospitality research firm Lodging Econometrics (2010), in India the number of economy rooms is 0.5 per 1,000 people (in contrast, it is 6.2 per 1000 for the United States, where the hotel industry is more developed).Similarly, the number of branded rooms in India represents about 21 percent of the hotel industry (in USA it is 70 percent).

Corporate Governance in Indian Hotel Industry

The last few years have seen a significant strengthening of corporate governance regulation in India, aimed at bringing about greater corporate equality and transparency in the way organizations govern themselves. After the Satyam fiasco, last year, the Ministry of Corporate Affairs (MCA), Government of India and the Securities and Exchange Board of India (SEBI) announced new rules that require the companies to provide more about companies performance - one of several measures introduced to ensure greater disclosure. Ministry of Corporate Affairs, Government of India is in the e process of converting their codes into a legislative act by making amendments to Companies Bill 2009[1].

Most of the large hotel companies in India are listed and follow the guidelines issued by SEBI and MCA. Last two years was not an easy year for hotel companies. Hotel industry in India saw revenue falling and major currency fluctuations added to the complexity of the problem. Board of Directors and CEOs of hotel companies are playing an important role in steering the companies towards a growth trajectory. As HVS report (2010) indicates: "*being able to steer a company through an ever-changing business environment with certainty and confidence is a vital key to success; and it is the board of directors' responsibility to oversee the strategies which provide the direction for the company. Sound corporate governance is, now more than ever, of utmost importance*". For the hotel company to grow, senior management must believe in a strong sense of dedication to act morally and responsibly. They need to also be able to recognize and set up the necessary strategy, process and structures that improve the company's governance. This plan could range from launching an excellent system of communication so that employees at all levels be aware of its code of ethics, giving greater powers to the audit committee.

Due to the ongoing globalization process more and more Indian hotels are adopting good corporate governance practices to maintain the best global standards. The Indian operations are becoming an integral part of the global supply chain with an increased contribution to the growth of Indian economy. Indian hotel industry is growing manifold with the advent of foreign hotel companies starting their operations in India. There is a bee line of International hotel chains like Starwood, Accor, Marriot, Hyatt, Four Seasons, with their various brands opening multiple properties in India, the hotel industry is facing a great challenge in managing their business and sustaining their growth. Therefore improved governance standards would not only be vital for the hospitality sector but also need of the hour across sectors. As a result hotel companies have to become more transparent, disclose transactions to all stakeholders, protect shareholder interests and ensure that the company is driven by values like integrity, transparency, objectivity and Meritocracy.

a) Share holding pattern

The large hotel companies in India are professionally managed with dispersed holdings. In most of the hotel companies the promoters share is between 25 and 50%. In two of the hotel companies, the promoter group with moderate shareholding exercises control and one hotel group with more than 50% shareholding exercises control hold a significant equity stake. One hotel company with no distinct promoter group and control rests with the shareholders holding a very small proportion of shares. The details are given below.

Table – 2: Share holding pattern of large hotel companies in India

Hotels	TP *	TNP **	Total
EIH (Oberoi Group)	32.31%	67.61	100%
Indian Hotels (Taj Group)	29.46%	70.54%	100%
Leela Venture	54.6%	45.4%	100%
ITC Hotels	---	99.61%	

*Total Promoters ** Non-Promoters   Source: Annual Report of Respective Companies

b) Corporate Governance - Key Issues

According to the annual reports of the hotel companies, all companies have good governance practices. To mention few, for example;

1. Taj hotels – Taj Code of Conduct – A very comprehensive document with 25 clauses serves as the ethical road map for Tata employees and provides guidelines by which the group conducts business.

Table – 3: Corporate Governance Practices

Hotels	Corporate Governance- key issues
EIH (Oberoi Hotels)	a) 'The Oberoi Dharma' – Fundamental code of conduct b) Grievance committee- Major importance and response to investor complaints c) Strong internal control systems
Indian Hotels (Taj Hotels)	a) Tata Code of Conduct – Comprehensive with 25 clauses b) Categorised as an 'A Group' Company with the BSE c) Whistle Blower Policy – very effective
Leela Venture	a) 'Athithi Devo Bhava' – Leela Code of Conduct b) Green Globe Environment Sustainability Certification c) Voluntary Secretarial Compliance Certificate
ITC Hotels	a) Best Corporate Social Responsibility practice award instituted by BSE b) Triple Bottom Line – Development, Nurture, Regeneration c) Governance philosophy- Trusteeship, transparency empowerment, accountability, control and ethical corporate citizenship

Source: Annual Report of Respective Companies

2. ITC believes that large corporations which employ a vast quantum of societal resources should ensure that these resources are utilized in a manner that meets stakeholder's

aspirations and societal expectations. This belief is reflected in the company's commitment to contribute to the "Triple Bottom Line" namely, development, nurture and regeneration of the nation's economic, social and environmental capital. The table below provides the gist of some of the key issues across hotels.

c) Committees

As per the provisions of Clause 49 of listing agreement of the Stock Exchange, all the listed hotel companies have the recommended committees (audit, grievance and remuneration). Few hotels (s) have even Corporate Management Committee, Sustainability Committee and Nominations Committee. All the hotels have 4 to 5 members in their committees which include executive, non-executive and independent members. Some hotels does not have independent members in their audit committee. (See table 4, 5 & 6)

Table – 4: Composition of Audit Committee

Hotels	Executive*	Non-Executive	Independent	Total
EIH (Oberoi Group)		01	04	05
Indian Hotels (Taj Group)			04	04
Leela Venture		05		05
ITC Hotels		5		05

Source: Annual Report of Respective Companies

**Executive Director - The basic difference is that an Executive Director work full time for the company & are usually employee of the company but Non executive Director does not work full time for the company. They are usually Professionals who give advice to Companies in their area of expertise. The term Executive Director has not been defined in the Companies Act though it is commonly used. According to SEBI , for the purpose of this clause 49 , the expression 'independent director' shall mean non-executive director of the company who a. apart from receiving director's remuneration, does not have any material pecuniary relationships or transactions with the company, its promoters, its senior management or its holding company, its subsidiaries and associates which may affect independence of the director; b. is not related to promoters or management at the board level or at one level below the board; c.has not been an executive of the company in the immediately preceding three financial years; d. is not a partner or an executive or was not partner or an executive during the preceding three years, of any of the following:*

1) *statutory audit firm or the internal audit firm that is associated with the company, and*
2) *the legal firm(s) and consulting firm(s) that have a material association with the company;*

e). *is not a material supplier, service provider or customer or lessor or lessee of the company which may affect independence of the director; and*

f. *is not a substantial shareholder of the company, i.e. owning two percent or more of the block of voting shares. can be classified in two groups : Independent and Non Independent.*

Table – 5: Composition of Grievance Committee

Hotels	Executive	Non-Executive	Independent	Total
EIH (Oberoi Group)	03			03
Indian Hotels (Taj Group)	02	01		03
Leela Venture	01	02		03
ITC Hotels#		1	4	5

Source: Annual Report of Respective Companies # *ITC Hotels uses the nomenclature 'Investor Service Committee'.*

Table – 6: Composition of Remuneration Committee

Hotels	Executive	Non-Executive	Independent	Total
EIH (Oberoi hotels)	--	---	---	Nil
Indian Hotels (Taj Group)		04		04
Leela Venture		03		03
ITC Hotels		05		05

Source: Annual Report of Respective Companies

Conclusion

This is an exploratory study on corporate governance for Indian Hotels. The available literature shows that corporate governance is becoming an integral part of the business for all large hotels listed. The annual reports of these hotel companies show that they are committed to the philosophy of good corporate governance in all their dealings, integrity in their conduct and in compliance with the highest standards of corporate values and ethics. The hotel groups have given fair and equitable treatment to all their stakeholders, including employees, customers and shareholders and their management complied with the conditions of corporate governance. It can be concluded that with the current growth mode and growing competition within the sector has already motivated these companies to incorporate good governance practices which will improve further for better economic development and sustainability.

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[1] As Afsharipour (2010) points "in 2009, SEBI made several announcements regarding disclosure and accounting reforms that could result in changes to the Listing Agreement. In September 2009, the SEBI Committee on Disclosure and Accounting Standards published a discussion paper seeking public comments on several governance issues. The MCA has increasingly supplanted SEBI in reform efforts following the Satyam scandal. Inspired by industry recommendations, including the influential CII recommendations, in late 2009 the MCA released a set of voluntary guidelines for corporate governance".

Impact of Quality Work Life of the Hotel Employees in Customer Satisfaction – A study on Star Hotels in Bangalore

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ABSTRACT

This Study, based on the Five Star Hotels in Bangalore, indicates that the Hospitality & Tourism Industry requires more adequate policies and standards in the Human Resources Management in order to minimise the highest rate attrition prevailing in this sector. Since the Employee satisfaction is directly linked with customer satisfaction, it is very important that Hotel Management gives more focus on to retention of their employees and improve their work culture in order to optimise the productivity and the satisfaction. This study reveals major areas where the hotel employees expressed their dissatisfaction. It is also the fact that all the five star Hotels in Bangalore are understaffed. Catering Institutes are not able to support the industry because of many other lucrative job options are available for the Hospitality graduates. It is clear from the study that it is high time now to revamp the Human Resources policies and strategies so as to give importance to employee satisfaction there by retaining their customers with highest satisfaction index.

KEYWORDS: *Motivation, decision making process, satisfaction, Branding, Attrition, Work culture, QWL, multinational. WTTC, Loyalty, Zero Defections, Service Quality, Professional Approach, TQM, Employability.*

Introduction

The hospitality industry in India is experiencing good business, better than ever before. Hotels across all segments are reporting strong occupancies and average rate. A buoyant domestic economy, the aviation and real estate boom, initiatives to liberalize foreign investment and improve infrastructure and, perhaps, most importantly, efforts to communicate the Brand India message have contributed to strong demand conditions in most cities across the country, with the result that India is, today, one of the world's fastest growing hotel markets.

In recent times, the hotels in Bangalore have encountered difficulties due to the increase in customer demands and the strong competition developed in the industry. However, hospitality Industries main concern across the glob is to cater for its customer needs and their desires, which are mostly addressed through personal services. Therefore, the hotels that are able to provide quality services to ever demanding customers in a warm and efficient manner, are the ones likely to obtain long term competitive advantage over their rivals.

This study is based on five star hotels in Bangalore, indicates that the Hospitality industry requires more adequate and comprehensive policy and strategy to compete with the multinational brands and also to make each customer satisfied with quality of service offered to them. This study emphasizes the importance of minimizing the gap between the customer expectations and the quality of service and employee satisfaction. There are many factors directly involved in determining the customer satisfaction especially in Hotel Industry. The major one would be the challenges in this particular sector where in, this study reveals one of the major challenges and provide indications for how to face these challenges without loosing their existing customers. Similarly, it also throws some light towards the importance of customer satisfaction through employee satisfaction. Importance is given for comprehensive Human Resources polices for Hotel Employees so as to reduce the rate of attrition and also to ensure the quality output from the employees.

Growth of Hotel Industry in India

Indian Hotel industry had only seven or eight brand hotel Market till few years before. But there are forty brand hotel markets by the end the year 2010. It shows tremendous growth by redefining both personality and structure of the hospitality Industry as it stands today. There are very important changes expected at macro and micro level, and these changes will become the important issues for the industry in the forthcoming years. There will be tremendous competition between international and national brands where in Indian Hospitality service Sector will witness major alterations in its organisation and management and the industries impact will be felt in other corporate sectors of the business. The entry of new branded properties will be stiff competition for talent. According to preliminary estimates, there are about 55,000-60,000 rooms presently under construction and this amount accounts for only 50% of the estimated demand of 100,000-125,000 rooms over a five-year horizon. At an average of 1.5 employees per room, there will be demand for 187,500 new jobs in operations and at the managerial level. Money will no longer be the only motivation; those seeking to make a career in hospitality will closely evaluate the hotel's/company's work environment and work culture and opportunities to learn and grow. There will be some of the international companies having larger operations in India than several domestic players.

Most of the Indian cities now witness the presence of new hotel projects either by an Indian Hotel group or a multinational brand. A city like Bangalore would be having around 10,000 more rooms added to the approved category of Hospitality service sector (Express Hotelier & caterer-2008- July) As such there are cut throat competition prevailing among all the existing hotels at Bangalore.

However, it would be more aggressive by the end of 2011 since 39 more projects are in the pipeline (Express Hotelier & caterer- July 2008)

Ultimately, it is become the responsibility of each hotel group to think in terms of increased customer satisfaction there by highest percentage of repeated customers so as to sustain in the market in the long run.

The World Tourism and Travel Council (WTTC) have recently notified India as one of the fastest Growing tourist economies in the world as per the statistics provided based on the past seven years contribution of Indian tourism Industry . The GDP has increased from 958.17 billion to 2190.24 billion and the employment in the Industry has increased has increased from 21.9 billion to 25. 6 billion. The growth in the Indian tourism Industry both in terms of tourist arrival and foreign exchange has also improved. Indian Tourism Industry is expected to have a growth rate of 8.8% over the next decade as per WTTC. It also states that India is the highest in the world with a target to reach a figure of 10 million tourist arrival in the year 2010. The Contribution in the gross domestic product has been estimated to be up to INR 8,50,000 crores and the Industry will be employing 8.78% of the total employment which shows that there will be huge demand of skilled and trained manpower in the Industry. There are some issues like poor infrastructure in terms of lack good roads, rail, airports and Hotels more over huge tax structure of the govt: lack of qualified and competent staff in the Hospitality service sector which include both operational and managerial levels, huge gap between supply of manpower required and the demand for the same exists in the market.

Objectives of the Study

1. To understand how the quality of work life of the Hotel Employees affects the customer satisfaction level.
2. To identify the weak points of the Hospitality HR policies from the view point of an employee or a trainee.
3. Bring forth a clear picture in terms of availability of skilled works force every year and the demand exists in the market.
4. Gain an Insight into the reasons for the huge gap in terms of supply and demand of work force in the Hotel Industry.

Research Methodology

1. The Primary source of information would be through an elaborate questionnaire which would cover the employees, trainees and Customers of the star hotels in Bangalore.
2. The questionnaire would be sent to the employees of all five star category hotels in Bangalore.
3. The first stage of this research would focus on the five star hotels in Bangalore city therefore; the target would be approximately 300 employees.
4. The collected data would be quantified and each question would be analysed through data interpretation and linkages.

Constraints of the Study

1. Since the study is based on Bangalore Hotels, it may not be the same in other parts of the country. Hence it cannot be generalised for all hotel employees across the country.
2. This study includes the trainees of the Hotels who are in the age group of 20- 24 years. Therefore, there is a possibility that they would not have thought about their profession and career seriously at this juncture.

Review of Literature:

1. Customer satisfaction

The concept of customer satisfaction has a long history in marketing thought. Since Cardozo's (1965) initial study of customer effort, expectations, and satisfaction, the body of work in this field has expanded greatly, with more than 900 articles focusing on customer satisfaction and dissatisfaction and complaining behavior in 1982-1990 alone (Perkins, 1991). Studies of consumer behavior emphasize customer satisfaction as the core of the post purchase period (Westbrook & Oliver, 1991). Because customer satisfaction presumably leads to repeat purchases and favorable word-of-mouth publicity (Cardozo, 1965; Fornell, 1992; Halstead & Page, 1992), the concept is essential to marketers. In saturated markets, customer satisfaction is thought to be one of the most valuable assets of a firm. Customer satisfaction serves as an exit barrier, thereby helping the firm to retain its customers (Fornell, 1992; Halstead & Page, 1992). The impact of loyal customers is considerable; for many industries, the profitability of a firm increases proportionally with the number of loyal customers, and up to 60% of sales to new customers can be attributed to word-of-mouth referrals (Reichheld & Sasser, 1990).

Frequently presented as a promising tool for increased customer satisfaction, total quality management (TQM) has entered the vocabulary of businesses and industries, governments, and public services around the world. Sashkin and Kiser (1993) argued that TQM implies that the organization's culture is defined by and supports constant attainment of customer satisfaction through an integrated system of tools, techniques, and training. This involves continuous improvement of organizational processes, resulting in high-quality products and services.

Research on quality issues concentrates mainly on process issues . For instance, TQM argues for an approach in which every member of the organization is included in the process and statistical tools are employed to track performance. Reichheld and Sasser (1990) emphasized a "zero defections" approach, in which any failures are tracked through interviews with lost and dissatisfied customers, and corrected accordingly by the organization. Keeping the amount of failures to a minimum is marketed as the secret to quality assurance in the TQM literature, although few attempts have been made to identify which areas are genuinely important to the customer when quality is evaluated.

Another problem is that despite the overwhelming attention given to TQM, practitioners committed to customer satisfaction still experience difficulties when trying to implement total customer satisfaction programs. Comment cards, satisfaction surveys, and more or less systematic registration of customer compliments and complaints are examples of instruments practitioners use in their effort to track customer satisfaction. These efforts frequently suffer from low response rates, and more importantly, the information yielded is often insufficient to provide actionable feedback to managers. The trade press offers simple solutions with little consideration for conceptual developments in customer satisfaction research and for industry-specific needs and characteristics. The academic press, on the other hand, focuses largely on conceptual issues and underlying processes, paying less attention to the more pragmatic task of measuring and improving customer satisfaction.

Hospitality operators around the world concur on this issue--human resource concerns are consistently listed as the number one item of concern for hotel and restaurant operators (Enz, 2004; Enz, 2001). The study of human resource management (HRM) in hospitality is so crucial and specific to the industry that some argue that it warrants its own line of inquiry and sphere of academic journals separate to generic HRM theory (Lucas & Deery, 2004). A service organization's human resources are its potential for competitive advantage. According to the resource-based view (RBV) of gaining competitive advantage, differences in firm profitability are often due to the capabilities that are internal to a firm--including expertise, systems, and knowledge (Voola, Carlson, & West, 2004). Apart from the relatively rare scenario of a natural-resource monopoly, the intangible resources of a firm, particularly its human resources, internal functions and processes, are more likely to produce a real competitive advantage--because engaged and committed employees who render quality serv Another strategic approach used in gaining competitive advantage comes through a 'service orientation'. Such an 'orientation' can be thought of as a strategic response and a distinctive way of implementing the firm's marketing concept, competing by means of outstanding service to enhance competitive advantage and customer value. There is mounting interesting in the service orientation concept--both conceptually and empirically--as it appears to be one defining factor in the creation of superior customer value (Lytle & Timmerman, 2006). A service orientation only exists if it is perceived by the employee. This point is particularly salient in service businesses where face-to-face service encounters take place regularly, as it is the perceptions of employees as to the extent to which the firm's leaders practise service excellence that most influence the quality of customer interactions.

Ices are difficult for competitors to emulate (Hitt, Bierman, Shimizu, & Kochar, 2001).

One notable exception, in this regard, is the SERVQUAL scale presented by Parasuraman et al. (1988). Based on focus group interviews, it was found that service firm customers evaluate quality along five dimensions, which led to SERVQUAL, a measuring instrument for each of these dimensions. However, the usefulness of the SERVQUAL scale is questionable, for a number of reasons. First, empiric studies have produced inconsistent results regarding whether expectations should be included as a variable in measuring perceived service quality (Cronin & Taylor, 1992; Teas, 1993). Second, several studies (e.g., Cronin & Taylor, 1992; Finn & Lamb, 1991) have failed to detect the same dimensions as Parasuraman et al. (1988) when applying the SERVQUAL scale across different service industries. Finally, it is difficult to see what service industries such as pest control, banking, hospitality establishments, and so forth have in common, except for the fact that they all provide some sort of service to their customers. The diversity among service industries gives one reason to question the appropriateness of genetic service quality measurement scales such as SERVQUAL, and indicates that customization to the specific market-industry context is more pertinent.

1.1. Service Quality

Parasuraman, Zeithaml and Berry (1985) developed a widely accepted conceptual model of service quality. They argued that customer satisfaction comes from the difference between customer's perceptions and expectation of the service. De moranville and Beinstock (2003) identify service quality as a measure to asses service performance, diagnose service problems, manage service delivery and also as base for employee and corporate rewards. However, expectations are established from word of mouth, personal needs, past experiences, and external communication. Whereas the perceived service quality is created through the moments of truth. When the perceived service is beyond customer's expectations, the customer is satisfied. However, when the service is below expectations, the customer is dissatisfied. Service quality has been defined in different ways. Garvin (1984) believed that service quality derives not from customers objective evaluation but from subject recognition of service. It is also considered as an attitude about an overall evaluation of service. Bitner, Booms & Mohr (1994) proposed that service quality comes from customers subjective decisions. Therefore, it is always better to be defined as a subjective perception referring to the evaluation of the service that customer encountered and focusing especially on interactions with the service provider. The main responsibility of the hoteliers is the delivery of quality service to the customers (Su-2004) (Hanny, Felix-2005) suggesting that to be successful in the industry, hoteliers must provide with customer satisfaction.

1.2. Hotel Customer Satisfaction Index

India being one of the most upcoming tourist destinations in the world, foreign guests ratio is very high in five star deluxe and five star hotels especially in the cities like Bangalore and New Delhi as compared to Goa, Mumbai, Kolkatta and Chennai. (As per the survey report of FHRAI- HVS-2008). However, repeat guest ratio is the lowest in five stars deluxe and five star hotels amongst all hotel categories.

Average Percentage of Repeat guests in the Major cities in India -2008

Bangalore	40%
Chennai	35%
Delhi :	28%
Mumbai	56%
Kolkatta	36%

Source:- FHRAI-HVS Survey Report- 2008

1.3. Global Average in Hotel Customer satisfaction Index

As per the survey report published by J D Power Associates- 2009.The Following table provides information on the global scenario

2009 European Hotel Customer satisfaction Index

Upper upscale Hotels average index	78%
Upscale segment average index	74%
Midscale segment average index	74%
Economy segment average index	69%
Repeat Customers average Index	67%

Source: JD Power associates-2009

2009 American Hotel Customer satisfaction Index

Upper upscale Hotels average index	81%
Upscale segment average index	78%
Midscale segment average index	74%
Economy segment average index	76%
Repeat customers average index	61%

Source : J. D. Power Associates-2009

Unfortunately, there are no such surveys or researches conducted yet in the Indian Hotels by any professional organization. As such, no authentic information is available regarding the average customer satisfaction index. However, as per the report published by FHRAI & HVS in the year 2008 .The National average index of Repeat customers in the year 2008 is 44% only. Therefore, it is clear from the above that there is a wide gap between Global average of repeat customers and the Indian scenario. Hotels in Bangalore experienced that 40 % customers are their repeat customers. Where in, the global average is 60% therefore, it is clear that there is a scope for gap analysis in the customer expectation and perception.

Hence, this peculiar situation of the Indian hotel should be analyzed and examined to find out the root causes for the low percentage of repeat customers in Indian hotels and provide adequate solutions to improve.

2009-Asian Hotels customer satisfaction Index (Based on Japan & Hongkong Hotels)

Upper upscale Hotels average index	73%
Upscale segment average index	68%
Midscale segment average index	66%
Economy segment average index	64%
Repeat customers average index	52%

Source: J D power associates- 2009

2. Quality Work Life of employees

The Term that has been used to describe values that relate to the quality of human experiences in his work place. Quality work life (QWL) is affected at a composite of factors on the job, including factors that relate to work itself, to the work environment, and the employee personally . People are the key factor in improving productivity. If the productivity is to be improved, both the nature of people and the organizations in which they work must be understood. People are the highest order of resources and, as such, are responsible for controlling and utilizing all other resources.

Increased productivity means motivation, dignity and greater personal participation in the design and performance of the work in the food service organization. It means developing individuals whose lives can be productive in the fullest sense. (*Introduction to food service-by June Payne-Palcio & Monica Thesis . PP 445).*

A classic Study conducted a number of years ago by Khan & Katz(1960), two behavioral science researchers, found that a particular leadership style was more effective in increasing employee satisfaction and the customer satisfaction. The characteristics of this style of leadership are 1. General Supervision rather than close, detailed supervision of employees. 2. Willingness to permit the employees to participate in the decision making process, 3. Better working environment and welfare of the employees.4. Much attention to planning of work and special tasks.5. safety and security of the employees.

2.1. Work environment

One of the goals of human engineering is the prevention of fatigue. The Manger of a food service may find that the fatigue or tiredness of some workers, with a resultant drop in their energy, enthusiasm, and production output are due to external factors these factors are linked with the attitude of the employee. A better working environment consist of specified hours of work, better pay packages, motivation, that can minimize the fatigue and boost up the morale and self motivation results in increased job satisfaction of the employees, which in turn leads to better customer satisfaction. (*June Payne-Palcio& Monica Theis . PP 446).*

3. Challenges in the Hospitality service sector in India.

3.1. Highest rate of employee attrition :

A study conducted by an industry chamber located in New Delhi reveals that the attrition rate in the hospitality industry in India is set to double to nearly 50 per cent by 2010, up from the earlier 25 per cent growing at an alarming rate of 10 per cent per annum. A hospitality professional once said that "the source of recruiting new people for us is the hotel management and catering training institutes. Many people join us at levels of operational trainees, front and back office management, in kitchen or service but not many stay back. They move on either to some other country or industries like BPO, Banking, Call centres etc. Moreover, they explore better opportunities in the West Asia and Europe as well. As per estimates about 80 per cent of people prefer going to UK and Dubai to join the food and retail industry. Since Radisson Hotel was amongst the frontrunners to set foot in Punjab, we have seen youngsters treating it as a training ground and later shifting base. The attrition rate here is also growing between five-10 per cent per annum"

The industry is losing its professionals at the top management level. Supporting this view, the Federation of Hotel & Restaurant Association of India (FHRAI) has gone on record saying that the industry leaders are worried about losing qualified trained professionals to outer shores. But owing to the development in the hospitality sector, the hotel management institutes in India have mushroomed from just 18 to over 280 at this time. Most of us claim that high attrition rates are a serious issue in the hospitality industry.

We have new scientific methods, international consultants, high-tech software, but we conveniently forget that human resources only want yes men for the job who will not rock the boat. Many students, after their first industrial training during the hotel management course, decide not to join the hotel industry. A hotel management graduate after putting in three to four years of hard work is offered a much lower salary by hotels as compared to other industries. The only exceptions are those who are sourced directly from the campus by reputed hotel chains. The solution is to compare remuneration with other service industries and take corrective.

One of those frequently asked questions is that if a hotel works for 24 hours, how many hours is an individual expected to work?

We must accept that every human being must maintain a work-life balance. The software /BPO industry allows flexi timings and its employees work five days a week.

3.2. Poor pay packages

The hotel industry is facing a manpower crunch especially at entry and junior management levels. More than half of the students, who pass out from catering institutes, are not as keen to serve the budgeted hotels. On the contrary, they opt for overseas jobs, cruise liners, and airlines, which offer attractive remuneration. This again has created problems for hoteliers to recruit qualify staff at entry level.

Estimates reveal that an assistant housekeeping manager with two to three years experience on the cruise lines makes about INR 80,000/- a month.

An assistant purser front desk receptionist for the same liner, with some experience, will get about INR-70,000/- a month.. Where in, the salary structure for these positions in India would be around INR- 10,000/- and 8,000/- per month respectively.

The travel and tourism sector is clearly enjoying the fruits of boom time. On the other hand, the hospitality industry is witnessing a significant churn. Today, attrition in hotels is not restricted solely to entry level.

With a large number of new properties on the anvil and lucrative opportunities in other service segments, the churn at senior levels is happening. In order to cope, hotel chains are putting retention programmes in place, while poaching from other industries like financial services.

At this juncture, manpower crunch - especially skilled and trained manpower, is a major issue. Mere mushrooming of catering institutes and colleges will not suffice.

The industry should work on how to attract good talent and how to retain existing talent. And, naturally, poaching has become the order of the day, resulting in at least 30 to 35 per cent attrition. India has a hotel room inventory of over 1,10,000 across all categories in the organised hospitality sector.

3.3. Lack of Job Satisfaction at the lower level staff

Satisfied employees provide a higher level of external service quality, the service experience that customers receive and evaluate, which leads to increased customer satisfaction (Arnett, Laverie & McLane, 2002; Griffith, 2001; Heskett, Sasser, & Schlesinger, 1997; Johnson, 1996; Ryan, Schmit & Johnson, 1996; Spinelli & Canavos, 2000). Arnett, Laverie and McLane found that employee satisfaction is linked to positive employee behaviour such as having a customer orientation.

Most of the lower level employees expressed their views that they are not really satisfied with the kind of job what they do. There are several factors responsible for the highest rate of dissatisfaction. Society plays a major role in this regard. Lack of self esteem, lack of respect from others and superiors, odd working hours, Poor pay packages, more physical stress and lack of career growth contributes to the highest rate of Job dissatisfaction among the Hotel employees. Since more number of works force is required at the lower level jobs, and the applicants are not many for such jobs makes the hotel Human Resource department to keep the existing manpower without career growth as much as possible, leads to attrition. Most of the catering Institute students in India are not interested to join the hotel Industry at the entry level job positions, because of the work culture and the poor pay package persist. Further, Most of the catering Institutes levy high fees for their three year or four year Degree course in Hotel Management because of high investments required to operate the Hotel Management programs and high operating cost compared to other degree programs. Therefore, students look at the rate of return after completing the course.

3.4 Availability of other Job options in the Market.

It is the fact that the other job options available in the market at present for the hotel Management graduates or diploma holders with better pay scale and work timings attract them very much. For example, Retail market segment, Airlines, Cruise lines etc. These sector of industries offer better pay package and it is considered as lucrative and also makes them feel respected by the society. Following table shows the comparative analysis of the pay package offered in Bangalore.

Table 1.1. Comparative Analysis of the Pay Package Offered in Bangalore

Sl. No.	Job title	Five star hotel	Airline	Cruise line	Retail segment
1	Front desk operation (fresher)	INR-8,000/- Pm	INR-15,000/pm	INR-25,800/-pm	INR-20,000/pm
2	Food & Beverage service staff (Fresher)	INR-8,000/-pm	INR-18,000/- pm	INR-28,000/-pm	INR-25,000/-pm
3	Kitchen Staff (Fresher)	INR-10,000/-pm	NA	INR-30,000/-	NA
4	House keeping (Fresher)	INR-7,000/-pm	INR-15,000/-pm	INR-28,000/-Pm	INR-15,000/-Pm

Source: Offer letters & official announcement from Hotels, Kingfisher Airlines, P & O Cruise line & Metro Cash & Carry.

3.5. Lack of Professional approach

Most of the placement coordinators of the catering Institutes opined that, there is no professionalism followed while recruiting catering students. For example, one of the leading Hotel groups based at Madhya Pradesh, had announced their recruitment program for entry level positions and specified that there will be a presentation about the Hotel group, written test, Group discussion, first interview and final Interview. The salary would be INR 6,000/-Pm. One of the students immediately replied that, "sir what is the difference between my maid servant and me? Because, my Dad pays INR 6,000/- pm to our maid servant. I have spent lakhs of rupees and four years of study, gets the same amount then what is the use of this degree?". There are lots of investments happening in the Hospitality service sector, more and more projects are coming up but the professional approach has to be initiated to retain the employees.

3.6. Decrease in the number of intakes (South India)

It is clear from the following table1.2. that the catering Institutes across the country are struggling a lot for admitting students every year because of considerable amount of decrease in the numbers of students opting for Hospitality Management programs.

Table 1.2 : Catering Institutes Across the Country

SL	City	No: of catering colleges	Total permitted Intake	Actual admissions made	No seats vacant
1	Bangalore	15	1080	682	398
2	Mangalore	06	540	233	307
3	Coimbatore	08	700	160	540
4	Chennai	12	1200	712	488
5	Cochin	04	600	317	283
6	Hyderabad	10	940	497	443

Source: Registered applicants data base from Bangalore University, Bharathiar University, and Ministry of tourism, Osmania University- & Madras University – 2009- 2010.

It is clear from the above table1.2 that there is a steep down fall in the number of students opt for Hospitality Management program. It is always a last option for students.

Hypothetical Analysis

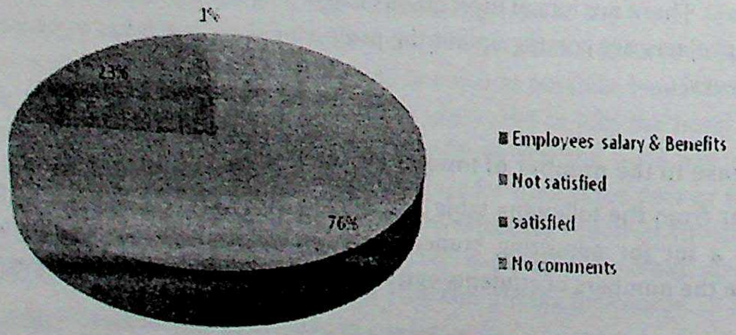
4.1. Lack of adequate number of employees in each service and production oriented departments of Hotels reflect in the quality of service extended to the customer. Moreover, the existing employees will have to work more than the stipulated time frame which would in turn make them less productive and also to compromise on the standard procedures to be followed. Therefore, it will have an adverse impact on overall customer satisfaction.

4.2 Employability of the available Human resources with Hotels and the multiple options available for the hotel employees with better pay package and other benefits in other sectors will force the hotel Management to compromise on the quality of the service standards and personnel, which would reflect in the overall customer satisfaction Index.

5. Data Analysis

Out of 300 questionnaires to the hotel employees, 237 filled questionnaires were received back and the analysis of the same is given below.

5.1. Reason for joining Hotel Industry:



56% of the employees opined that they have joined the Hotel Industry because they did not have any other option. 24 % of the employees stated that they like Hospitality service

Industry, 03 % expressed that they don't know and 17% had opined that they need experience before going abroad for better prospects.

5.2. Induction and orientation Program:

68% of the employees have expressed satisfaction on the induction and orientation program conducted by the hotels during their initial stage of employment. 02 % employees do not have any opinion on Induction program. 17% of employees were not undergone any such program. 15% of the employees expressed their views that they are not satisfied with their hotels Induction and orientation program.

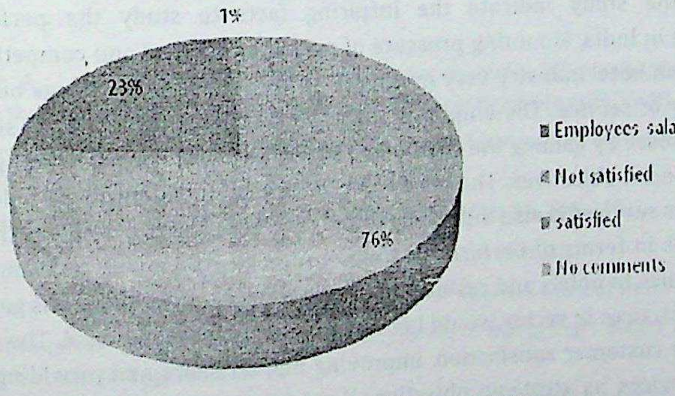
5.3 Working Hours of the Hotel Employees

51% of the employees opined that they are satisfied with existing system. 46% of them expressed their interest in having straight shift system rather than Break shift system. 03 % of the employees were not interested to comment.

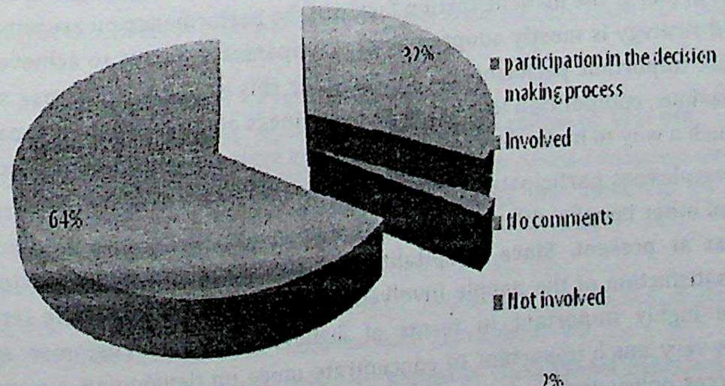
5.4. Salaries and other benefits offered at present.

76% of the employees opined that salary and other benefits persist in the Hotel Industry is not satisfactory. 01% doesn't have any comments. and 23 % of the employees were satisfied with the present scale of pay.

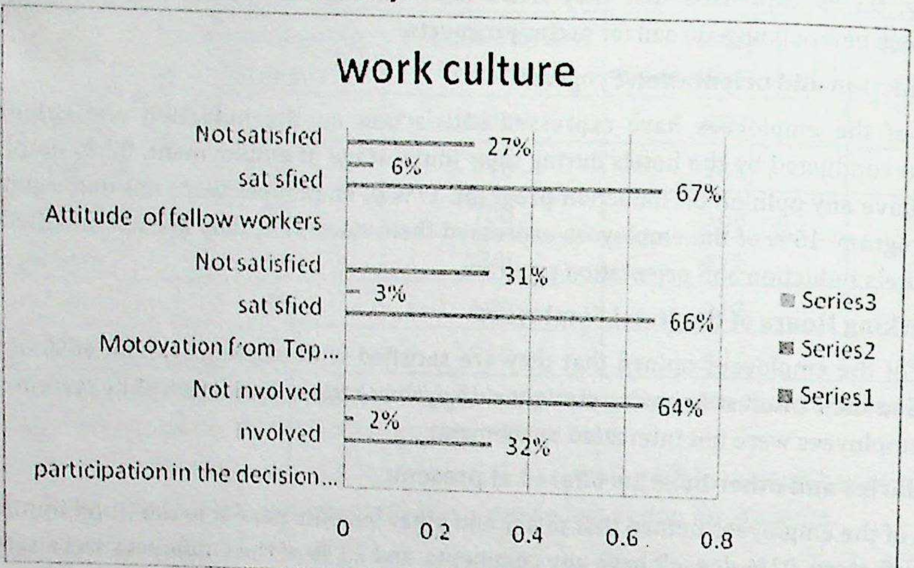
5.4.1. Employees Satisfaction Index on salary scale.



5.5. Employee involvement in decision making process:



5.5. Work Culture in the Hotel Industry.



Conclusion

The findings of the study indicate the inspiring facts to study the performance measurement system in India. Mounting pressure of customer demand and competitiveness has changed the Indian hotel industry very much, not only in adoption of change but also to upgrade their quality of service. The emphasis is on providing the personalized service to improve the market share by gaining the customer's belief. The strategic objectives get more priority than the financial objectives. The performance measurement approach followed by hotels and restaurants services is also indicating the same trend. The gap between the global and Indian companies in terms of performance measurement practices is reducing. As the multinational companies in hotels and restaurant sector are coming to India, this gap would further reduce and practices in sector would become of international standard. The sector is mainly aiming for the customer satisfaction, improving market share and providing quality and personalized services as strategic objective. Hotel services uses mainly the activity based costing approach, which is having high impact on the performance of the organization. The human behaviour is the main distortion factor in the performance measurement system. The cost based strategy is mostly adopted by the companies in hotels to achieve the stated objectives. Most important performance indicator for this sector is customer satisfaction. Customer behaviour, competition level, change in business objectives and approach have all combined in such a way to make the change in business system in the hotel industry India

Out of 237 employees participated in the survey, the highest dissatisfaction reflected on the salaries and other benefits offered at present, followed by Work culture decision making process persist at present. Since Hospitality Industry is an absolute service oriented Industry, Job satisfaction of the people involved in the process of extending service to the customers are highly important in terms of achieving optimal customer satisfaction. Therefore, it is very much important to concentrate more on developing a comprehensive Human Resources policy and professional manpower management system to minimise the highest attrition rate existing in the Hotel Industry especially in a city like Bangalore, and also to have more loyal and reliable employees who possess high self esteem and positive attitude towards their career in the hospitality Industry. Further, the pay package prevailing in the industry at present is already out dated. Since major dissatisfaction of the employees has been noticed on the kind of remuneration what they get. It is quite clear from the study that, most of the issues related to the Human Resources management of the Hotel employees could be solved if the employees are well paid. Most of the Hotel Management Institutions across the country are unable to fill their seats for almost past three years. Though the demand for trained and skill oriented manpower is quite high in the Indian Hospitality & Tourism Sector, but many are not coming forward. It gives a clear indication that the present generations of students are losing interest in the Hospitality & Tourism sector because it is not rewarding as compared to other sectors. Therefore, lack of required number of Manpower, Highest attrition rate, Poor pay structure and work culture in the Hotel Industry are the major reasons resulting in lower customer satisfaction in the Hotel Industries in Bangalore.

Strong relationships between employees and customers may actually keep both from fleeing the company. "Good customer relationships may actually be a factor in employee retention," by DeSanto.

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Local Economic Benefits of Ecotourism: A Case Study on Parambikulam Tiger Reserve in Kerala, India

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ABSTRACT

Ecotourism is increasingly recognized as a community development tool with significant economic contribution. This paper examines local economic development of destination communities especially the tribals in forest regions through a case study of Parambikulam Tiger Reserve in Kerala, India. The study explores the benefits (economic & non economic) enjoyed by local community members through active participation of ecotourism programmes. It also reveals that community intervention in ecotourism has helped to reduce their excessive dependence on forest resources for their livelihood. Moreover the Park authorities and communities have made strong foundation for ensuring other dimensions of sustainability like conservation of natural and cultural resources for an enhanced well being.

KEYWORDS: *Parambikulam, Economic sustainability, Livelihood*

INTRODUCTION

Ecotourism today has emerged as an important segment of tourism industry. It is considered as a distinct form of tourism development by replacing the conventional 'mass tourism', having strong moorings in sustainable, equitable, and community based efforts for improving the living standards of local, host communities living on the fringes of natural settings. Studies show that nature tourism is one of the largest growing segments of tourism where ecotourism occupies a prominent position with 20-34 percent growth per year since 1990 (TIES 2006). Ecotourism accounts for a large share of some countries' gross domestic product particularly in developing countries, and contributes to the livelihoods of large segments of the population. Ecotourism is a reflection ecologically sustainable tourism seeking to contribute to the conservation and management of environmentally and culturally fragile areas by strengthening the management capability of all stakeholders involved. It also provides opportunities to enhance environmental management and reduce damage to the environment (Kangas *et al.*, 1995). In fact, ecotourism contributes to sustainability of all dimensions i.e. socio-cultural, economic, political and environmental, fixing criteria for the purposes of evaluation and monitoring of project success (Christ *et al.*, 2003). Community based participative management of resources maximizes the benefit to the needy who sacrifice their resource for tourism development. In this case the local people become the focal point of resource appropriation and benefit sharing. This is achieved through the establishment and operationalisation of committees, partnerships, and other resource sharing mechanism that provide local inputs to the public, like protected area managers, conservation groups etc. Such democratization of development interference should be started from the grass root level. In ecotourism, often identified as locally initiated planning and management, the key factor for its success is this democratization process (Ross & Wall 1999).

As noticed in the empirical evidences, most of the tourism resources, particularly nature bound is located in remote and virgin settings where the indigenous communities reside. So tourism should be a source for their livelihood also. In certain regions it is considered as one of the prime sources for indigenous mountain communities to enjoy their rightful share in the exploitation of their exclusive resources. Studies show that 15-20% of the tourism industry or around US$ 70-90 billion per year is accounted from mountain resources. Contribution to tourism is substantial in remote areas (Ritchie 1998) as natural features of these exquisite regions create biodiversity hotpots, which are sought after for health, wellness, contemplation and meditation. The cultural values of these remote areas which are inherent to the aboriginal communities are innumerable and are manifested in the form of costume, architecture, arts, festivals and other community engagements (Williams *et al*., 2001).

Economic sustainability is a core aspect of all development initiatives. Ecotourism ultimately seeks to contribute to the wellbeing of the community both directly and indirectly. This is achieved not necessarily by altering the existing/ traditional practices of livelihood like farming, fishing, handlooms etc., but more often by sustaining such activities. If we consider all the facets of travel as an ecotourist we can see that it is more than a journey for rest, relaxation, and recreation. The other benefits of community based ecotourism particularly in rural areas providing income to communities, discouraging migration to urban areas, and maintaining biodiversity etc., are widely acclaimed. It is also observed that ecotourism touts on the non-exploitation of local peoples' resources. For instance, East Africa has had significant ecotourism economies for many years. Another notable example is Kenya and its national parks which are regarded as the world's foremost ecotourism destinations, meet the livelihood aspirations of good number of its local people (Edgar Allan Amador 2004). Appreciation for and desire to learn about local ecosystems and peoples is very much part and parcel of ecotourism. Ecotourism is also ideally characterized as small scale economic activity run by locals, and, therefore, has come to be regarded by many as a development strategy that has the dual advantage of benefiting the local economy while simultaneously protecting the local natural and cultural capital (World Ecotourism Summit Final Report 2002). Tourism development and conservation should meet at a point which will not compromise each other through proper planning by involving the local communities, government and the private players. Hence an integrated framework of nature conservation and tourism development, which will combine the destination sustainability, and encourages the local community to support the conservation and livelihood programmes needs to be framed. Ecotourism can support protected areas in conservation and livelihood requirements of destination communities if managed in a manner in which direct economic benefits will accrue to local communities (Manalel & Vinodan 2009).

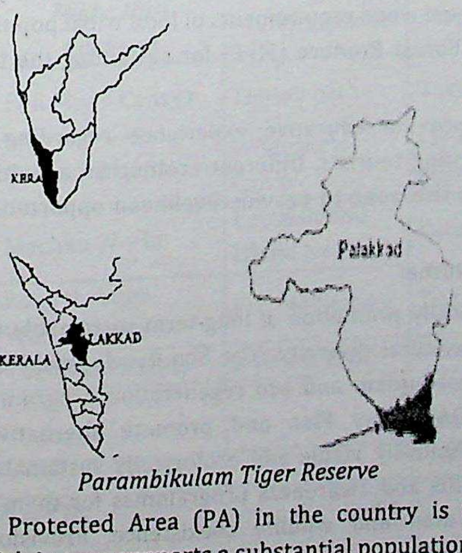
METHODOLOGY OF THE STUDY

The purpose of this paper is to make an investigation into the economic sustainability of the destination communities through the organization and marketing of ecotourism products in the context of Parambikulam Tiger Reserve (PTR) located in Kerala, the southernmost state of the Indian subcontinent. The study had the following hypothesis: (a) The local communities at the reserve area have significantly benefited out of ecotourism operations particularly in gaining uninterrupted employment, (b) ecotourism project helped them to reduce the excessive dependency on forest for livelihood and (c) cumulative improvement through economic intervention has helped to improve the environmental and social dimensions of sustainability in PTR. The study is based on primary as well as secondary data. Primary data were obtained for the investigation through *direct personal* interviews (semi structured) with the officials of the Parambikulam Tiger Reserve (PTR) and through focused group discussions with the Eco Development Committee (EDC) members who are the backbone of the ecotourism programme at PTR. *Telephonic interviews* were also made before finalising the study. The *reports* of PTR and various *articles* on ecotourism and other *newspaper* reports and information from *websites* were also entertained for this purpose. The study was conducted during the period from April 2009 to February 2010. The main objective of this study as already pointed out was to highlight the economic sustainability of the destination through ecotourism programmes. Other dimensions of sustainability are also briefly explained because sustainability is always destination specific and interlinked.

PROFILE OF THE AREA

Parambikulam Tiger Reserve (PTR) is the second and most recently (on 17th February 2010) declared tiger reserve in central Kerala, the southernmost provincial state of India. PTR is situated in Palakkad district of Kerala state. Geographically it is located at Latitude 10'20 N and Longitude 76'35 E.

Figure 1 : Parambikulam Tiger Reserve



Parambikulam Tiger Reserve

PTR, a well-managed Protected Area (PA) in the country is the home of abundant herbivore population which in turn supports a substantial population of predators like tigers and leopards. Records shows that there are variety of Mammals (39), Amphibians (16), Birds (268), Reptiles (61), Fish (47), Insects (1049), and Butterflies (124) in the reserve. The sanctuary lies between the Anamalai hills and Nelliampathy hills of Tamil Nadu and Kerala states respectively. There are seven major valleys and three major river systems in and around the reserve. Apart from the natural rivers and streams, the PTR possesses three man-made reservoirs namely Parambikulam, Thunacadavu and Peruvaripallam. Geologically this PA is famous for the Hornblende *biotitegnesis* and *charnockites.*

RESOURCE MANAGEMENT STRATEGIES

PTR has adopted different management strategies for resource management, regulated or judicial use of natural resources and preservation of endemic flora and fauna of the region. The livelihood of the local community members especially tribal and other landless communities are also the concern of the reserve authorities. In order to meet their needs all conservation and management programmes are arranged in such a way, which will bring economic benefit to all such communities. There are two important scientific conservation and management programmes envisaged to meet the sustainability of the protected area:

- **Zonation:**

The PTR has been divided into three major zones for its effective management viz., core zone, buffer zone, and tourism zone. These zones are made based on the parameters such as biodiversity indices, improvement in the profile of vegetation and ease of management.

Core Zone is meant o preserve it as undisturbed natural habitat, which ensures total protection against all forms of biotic interferences. The scientific studies and research activities with proper sanction and without destructive sampling techniques are permitted. Limited activities with close monitoring of park authorities are also permitted in this zone.

Buffer Zone meant for improving the habitat with rigid protection and for restoring naturalness, supports better floral and faunal diversity. This area is meant for upgradation into core zone after achieving the *desired* level of diversity. The area is planned for natural regeneration status in the degraded natural moist-deciduous and dry-deciduous forests by augmentation. Meeting of Fuel wood requirements of local tribal population and collection of small quantities of Minor Forest Produce (MFP) for sustaining the tribal hamlets are also entertained.

Tourism Zone is to provide educative experience regarding nature and wildlife conservation to the discerning tourists. Different ecotourism activities are organized (see statement given below) in this zone to provide livelihood opportunities to the dependent tribal communities.

Eco Development Programme:

Eco-development is basically promotion of long-term sustainable use of resources while caring for biological and cultural diversity. The Eco development Committee's (EDC) are working as vehicles for ecotourism and eco regeneration programmes under the Forest Development Agency (FDA). They Plan and promote alternative income generation activities, which are economically viable and ecologically sustainable, for the community members by imparting skills and awareness programmes for them. They also establish a peaceful and successful man and wildlife coexistence. Provision for amenities and improvements in existing land use pattern are made on an urgent basis under this scheme.

Formation of community development framework such as SHG for employment and savings among local community members are also ensured.

ECOTOURISM PROGRAMMES

Ecotourism operations which were started in PTR in the year 2006 offer a unique eco-tourism opportunity to the visitors. These programmes envisaged at PTR are aimed to fulfill following objectives:

- Ensure the maximum participation of local tribal communities in eco-tourism as guides and interpreters and other possible means.
- Provide alternative source of livelihood to majority of tribal families.
- Study the carrying capacity of the sanctuary in terms of tourism and to device appropriate strategies.
- Maintain and optimally utilize the existing tourist facilities and to create additional eco-friendly infrastructure to meet future demands.
- Provide educative and enjoyable experience to visitors.
- Spread the message of nature and wildlife conservation to the masses

PTR is one of the emerging ecotourism destinations in the country with a bundle of attractive product profiles. Most of these packages are endemic to Parambikulam like *eco meditation, elephant song trial, forest tram way trekking, full moon census* etc., which are all organised by local tribal communities and operated through nine EDCs (Table 1) of the Forest Development Agency (FDA), Parambikulam. The FDA executive body headed by its CEO is looking after all ecotourism activities. The uniqueness of PTR attracts thousands of visitors not only for rest, relaxation and hard core ecotourism activities but also for education and research activities. The Salim Ali Centre for Ornithology Centre and Salim Ali Gallery are repositories of in-depth knowledge particularly for studies on endemism of Western Ghats.

Ecotourism product of PTR

Trekking	*Night Halt Package*	*Jungle Camp*	*Day Package*	*Nature Education*
Cochin State Forest Tram way Trekking	Full Moon Census	Tented Niche	Bamboo Rafting	Hornbill Watching
Forester's Dwelling	Treetop Experience	Wilderness Camp	Parambikulam Boating	Paid nature camp
Pugmark Trail	Machan World	Veetikkunnu Island Nest	Kannimara Safari	-
High Range Hiking	Peep through Watch Tower	Eco meditation	Tribal Symphony	-
Karianshola Trail	Thellikkal Nights	Dolmen Trial	Parambi Cruise	-
Elephant Song Trail	-	-	Parambikulam Safari	-
Dolmen Trail	-	-	-	-

Source: From the records of PTR.

TRIBAL COMMUNITY & ECOTOURISM

Tourism and indigenous people are one of the widely discussed topics on different issues like the exclusion of indigenous people from destination development, loss of cultural identity and so on. It has been argued that indigenous people and ecotourist both value the resource, as they are seen in relatively virgin areas, which gives opportunities for studying admiring and enjoying the nature and culture. As an enterprising effort ecotourism can establish a sustainable relationship for the improvement of the welfare of such communities in various ways through participation, resource sharing frameworks, development of livelihood opportunities, conservation of resources, both cultural as well as natural (Hinch, 2001). As Fennel (2003) pointed out, for a successful tourism development, the aboriginal people must be allowed to take control despite all ill elements working against their intervention in mainstream developmental process.

In this context PTR is not only an ecotourism spot which offers multiple products but also the home of four different indigenous communities viz., the *Kadar, Malasar, Muduvar* and *Malamalasar,* and as such their active intervention deserves great emphasis. Linguistically these communities are classified as Dravidian (www.parambikulam.org). These four ethnic groups are settled in six colonies (Table 2). The tribes inhabiting this sanctuary are known for their medicinal practices since time immemorial. This practice has so far remained secretive and guarded within the family circle. It is also noticed that though this ethno-botanical knowledge has been passed on from generation to generation, much of it has been forgotten due to non-practice. Owing to these reasons, documentation has also become a tough task, though initiatives are underway to compile and document the information offered by the traditional medical practitioners and the elders in these tribal settlements.

COMMUNITY PARTICIPATION FRAMEWORK

It is recognized that community development is based on the locally initiated, through a location or site specific approach to find alternative solution for the issues they face by using the synergy existing between community members and the community resources. As Bujold (cited in Fennel, 2003) defined community participation is a process by which efforts of the people themselves are united with those of governmental authorities to improve economic, social and cultural conditions of communities.

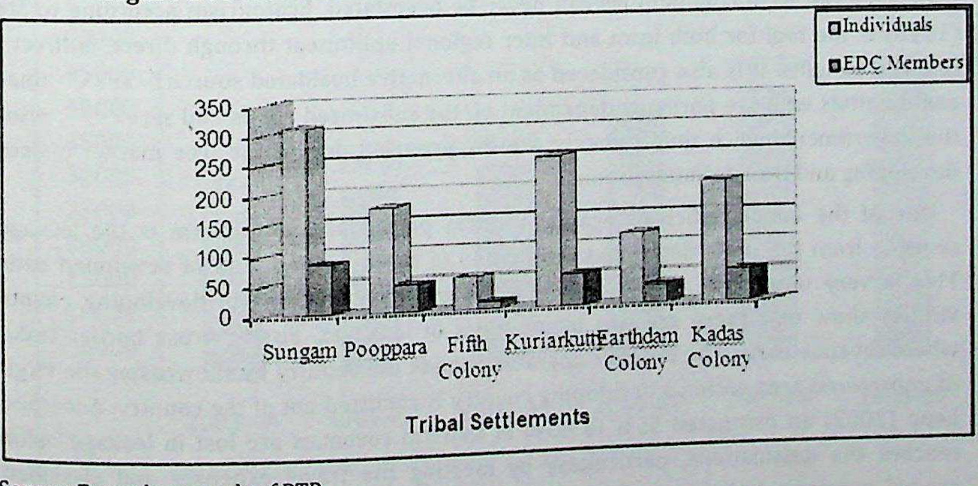
The present study has shown that the project initiated at the destination under study has met the various dimensional requirements of ecotourism like nature based product, minimum impact management, and environmental education, contribution to conservation and contribution to community both directly as well as indirectly. As mentioned ecotourism programmes are operationalised through Eco development Committees (EDC). EDCs which are created for planning destination operations in association with forest and wildlife department through FDAs and they also undertake the maintenance and management of the various ecotourism products. The necessity of having separate ecotourism committees is to ensure that all matters related to the development of tourism are given deserving interference of the local community in their resource utilization. Following are the roles mainly played by these EDCs:

- Fixation of priorities in tourism development of the region and give direction in this regard

- Management of ecotourism destination based on sustainability principles
- Establishing a fair and equitable benefit sharing mechanism
- Adhering and endorsing all rules and regulations for sustainability at the destinations
- Ensuring a participative management in contrast to the conventional top down approach of development
- Setting a platform for consultation with other stakeholders
- Realizing the possibilities of coordinating with industry as well as government departments.

In PTR group of local community members are mobilized from different tribal settlements in and around the reserve. These communities traditionally depended on the forest for their livelihood. They extracted fuel wood and other materials from the forest as and when they wished. They also mobilized Minor Forest Produce (MFP) from the forest and sold in the nearby market. Implementation of ecotourism projects at Protected Area mobilized their social synergy for the common good and made them to adopt alternative sources of income by participating in these programmes. The community welcomed these projects and is actively participating in the ecotourism programmes through their membership in all the EDCs. At present 503 members (Table 2) are participating the ecotourism operations in the six different settlements. For the successful conduct of ecotourism operations *nine* EDCs were formed till February 2010.

Figure 2 : Settlement based community participation in ecotourism

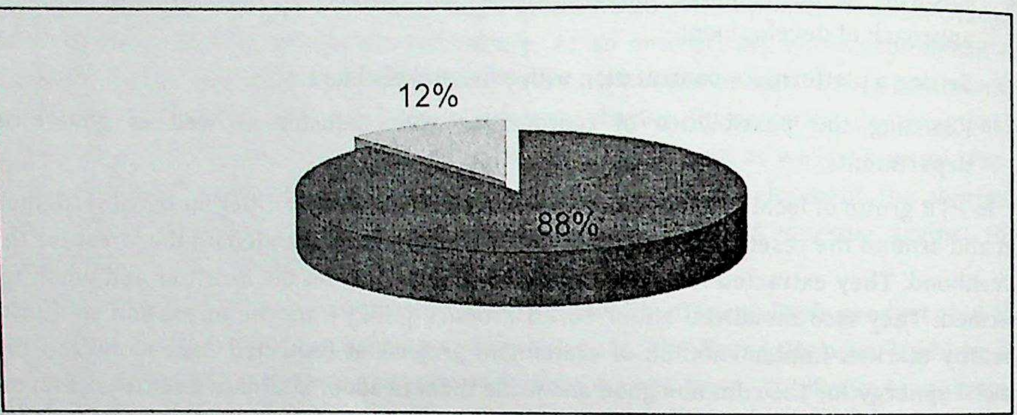


Source: From the records of PTR.

All EDC members are equipped in almost all ecotourism and allied activities. They do engage on rotation basis or on mutual understanding in the various activities. However, as education interpretation is a vital component of ecotourism activities it needs specially trained people to showcase the natural and cultural endemism of the destination. In PTR a special group of EDC, called *naturalist EDC,* was formed exclusively for the specific ecotourism operations like nature interpretation, bird watching etc.

While examining the composition of EDC members (Figure 3) we can see that 88 percent (i.e. out of 503 EDC members 444) are tribal category. The remaining 12 percent are from Parambikulam Aliyar Project (PAP) colony which consists of the displaced community due to the Parambikulam Aliyar Project, a hydel power project under the Government of Kerala. These displaced communities also deserve to be assisted since all of them belong to Below Poverty Line (BPL) category of the Government of Kerala.

Figure 3 : Tribal & Non-tribal participation in ecotourism



Source: Computed from the records of PTR

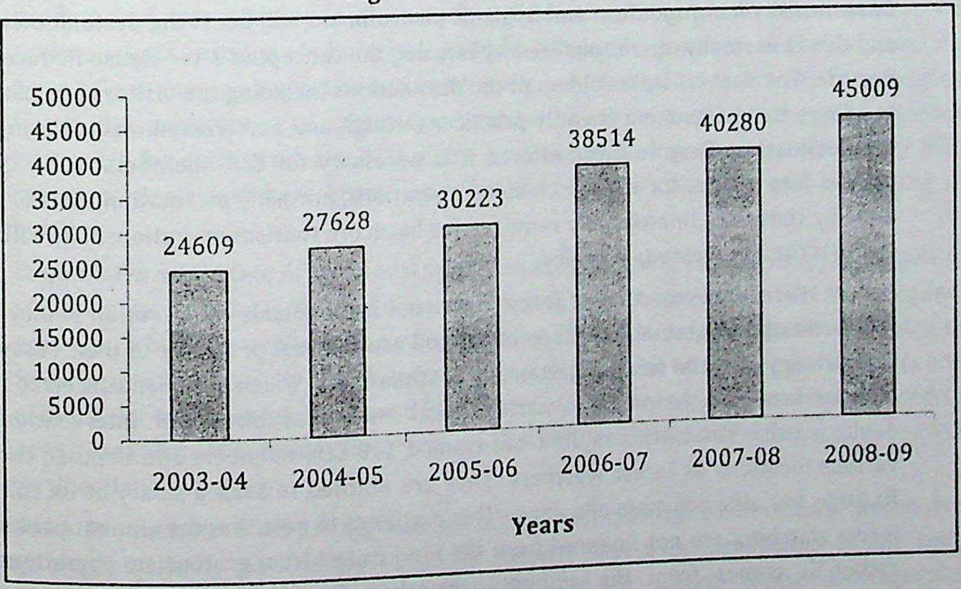
LOCAL ECONOMIC SUSTAINABILITY -MEASURES

The need for individual benefits to each of the different stakeholders of ecotourism destinations such as tour operators, conservationist or protectors, destination or park managers and local communities can never be overstated. Ecotourism according to Steele (1995) is the tool for both intra and inter regional upliftment through direct, indirect and induced benefits. It is also considered as an alternative livelihood source to the destination communities who are normally dependent on the subsidized goods and services offered by the government which unfortunately are disappearing due to the free market policies of developing and transforming nations.

One of the major criticisms against tourism particularly ecotourism is the leakage of revenue from the underdeveloped destination to the tour operators of developed nations. This is very much true in the case of ecotourism destinations in developing countries. Studies show that there are two major types of leakages. Firstly, cross border leakages where revenue earned by the tour operator outside the country by showcasing the virginity of unexplored area within a developing country is remitted out of the country. According to Lepp (2002) an estimated 55% to 85% of tourism revenues are lost in leakage before it reaches the destinations, particularly by meeting the travel expenses and classified or graded accommodation outside the vicinity of the destination. Secondly, intra regional leakage, which occurs within the country, or state, where the operators are from the outside of the destination and the destination communities are not part of such tour planning. In intra regional leakages tour operators are located in the capital city of a state or metros where destination communities have least access.

As mentioned earlier, it is impossible get rid of all leakages of ecotourism in the context of free market regime. So an appropriate regional specific alternative arrangement is the need of the hour. A locally sustaining economic (livelihood) means are the *sine qua non* for the existence of the underprivileged communities. Such initiatives should not compromise the needs of future generation to come. Hence, intervention which promotes conservation of natural resources through economic incentives can fill up the gap due to the declined or disincentives in traditional forest dwelling operations like collection of non timber forest produce or minor forest produce etc., which are the bread and butter of aboriginals and marginalized sections of the society. PTR gives such site-specific local answer to a global question where the destination communities are the key players in maintaining and managing locally available resources based on sustainability parameters. Emphasis is being given to livelihood improvements, conservation of natural and cultural resources through various means and at the same time reduce the dependency on traditional forest based, unsustainable resource consumption. Economic sustainability basically is a measure of the economic contribution to the local community as far as the site specific studies are concerned measured on the basis of number of employment created during a particular year, how many entrepreneurial operations are initiated and the indirect socio economic benefit derived by the community. The tourist flow to the PTR is showing that there is an upward trend every year (Table 3) with an average 12 percent increase, giving a substantial boosting to the revenue generation. While analyzing the revenue generated by PTR through ecotourism activities it is found that the multiple product profile of the destination could attract a good number of tourists and generated substantial amount as earnings through entrance fees, and fees for various products and services.

Figure 4 : Tourist Arrivals



Source : From the records of PTR

EMPLOYMENT PORTFOLIO

As discussed employment opportunities offered by a site specific development programme is one of the most important yardsticks for the assessment of economic sustainability. In PTR while taking stock of employment we can divide available options, based on the involvement of EDC members as services providers and their intervention in enterprise creation for producing and selling eco friendly and other destination specific products, into two categories, viz., ecotourism services and ecotourism enterprises.

- **Ecotourism Service**

Community based quality ecotourism services are one of the deciding factor of destination sustainability. Well-equipped (knowledge and skill) community members can manage the available resources very effectively by selling their services to the tourists. PTR has organized a number of such activities to community members to involve them in the most efficient manner in the following areas:

- ***Guiding & Interpretation:*** For guiding and interpretation the PTR has trained 90 EDC members, out of whom 75 are from the naturalist EDC. Bird watching and wildlife interpretation are some of the much sought after hard core ecotourism products of PTR, which gives ample scope for regular employment to the local community members.
- ***Sightseeing Programme:*** Sightseeing is one of the major components of revenue generating source of ecotourism destination. The programme is mainly catering to the soft ecotourist who are not inclined to scientifically approach the destination for serious learning or interpretation. They club light entertainment for rest and relaxation while touring. Normally they are general tourists who adhere to the rules and regulations of the destinations, visit the parks and enjoy the peripheral products of ecotourism. In PTR there are five safari vehicles with a capacity for 13 members each and these are arranged to take the visitors inside the reserve. The local people who accompany the group escort and brief them.
- ***Destination Cleaning***: Clean and hygienic environment will boost the destination image and this is normally operationalised by infusing the concept of 3Rs-- Reuse Reduces and Recycle. The various stakeholders of the destinations including the visitors are exhorted to adhere to environment friendly practices through oral and written media throughout the destination. Despite these efforts, it is necessary for EDC members to divide the regions into sectors for regular cleaning operations, normally on rotation basis or to be done by those not immediately required for hardcore tourism operations. The collected waste is then processed/ recycled.
- ***Forest Watcher***: Protection of forest resources from outside intervention is inevitable for destination sustainability. Sons of the soil are the best protector of their resources. The strategy of social fencing (Jattan and Pratima 2001) which has been conceived in the reserve area has helped to restrict illegal and other unwanted interventions by deploying the EDC members. PTR has trained 100 EDC members and deputed them at various locations as forest watchers. They are entitled to avail a salary of Rs.162 plus Rs.30 as variable dearness allowance. It is pertinent to note that the amount paid to the forest watchers are not financed from the fund raised from ecotourism operations, but rather it comes from the amount earmarked for forest protection. During our discussions it was revealed that the active involvement of community members in protecting the forest area through their direct intervention paved the way for substantial reduction of antisocial activities like poaching and felling of faunal and floral varieties of the project area. It was also noticed that legal offences were drastically reduced during the last four years and in the year 2009 only one such incident was registered.

- **Ecotourism Enterprises**

Ecotourism enterprises are owned and managed by the community, and they take care of their resources according to the market situations and sustainability principles like conservation, education and awareness programmes about the special features of the destination while showcasing the product's uniqueness. The study shows that PTR is endowed with a variety of options to engage their community members.

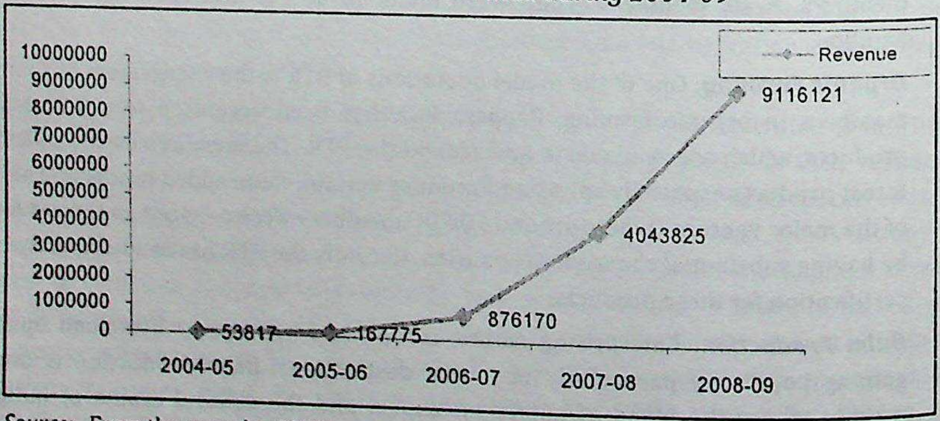
- ***Honey Processing***: Tangible products also play an important role in adding value to the destination image. Minor forest produce like honey is one of such tangible products available in the pristine environment of nature reserve offering livelihood provision to the community members. The EDC members collect honey and process it in a safe and hygiene environment and sell it to the nearby market. Approximately 54 (50 for collection & 4 for processing) EDC members are engaged in this process at PTR.
- ***Paper Carry Bag Production***: All ecotourism destinations of Kerala are declared as plastic or litter free zones. In order to ensure this they normally undertake awareness programmes among all destination stakeholders and also source alternatives to induce the local people as well as the tourists to use environment friendly carry bags. EDC members (4 of them) mobilized materials through the FDA and produce carry bags to maintain the destination pollution free.
- ***Bamboo Handicraft Production***: Mountain economies have unique features in its product varieties and mode of operation. Bamboo related products are one of the traditional occupations of aboriginals in India. Diversification in traditional operations especially in making souvenirs and handicrafts has enabled them to meet the changing tastes and preferences of customers. Tourist destinations can attract good number customers for such products. PTR offers an array of such products produced by EDC members. A six members group were found to do the collection and processing of bamboo.
- ***Organic Farming***: One of the model operations of PTR is the engagement of community members in organic farming. Poopara EDC has been organized to produce organic products, which are available in and around the PTR. The members do the collection of forest products especially spices and produce various value added products. This is one of the major ventures where around 50 EDC members were engaged and it was found to be having substantial chance for expansion. Recently the PTR has availed quality control certification for these products.
- ***Balm Production***: Enterprising nature, culture and heritage as livelihood option are gaining popularity particularly in tourist destinations. Balm production is one such activity where the blend of nature endemism and the cultural aroma of indigenous medicinal practices exist. Widely acclaimed Parambikulam medicines for various ailments are well protected and practiced in a wider scale under ecotourism programmes. In this medicine unit 120 traditional medicinal practitioners are engaged.
- ***Parambikulam Dhara Project***: An innovative programme initiated by PTR to make destination more clean and green. The project is to provide safe and pure drinking water to the visitors for a nominal amount of Rs.5. The EDC members collect water from the reservoir nearby, purify and bottle it. It helps to avoid water bottles carried by visitors,

which is one of the biggest polluting subset in almost all destinations. Five members of the EDC are engaged in the collection, purification and sale of water..

- ***Sales Outlet:*** All the eco products produced by EDC members are being sold in the Eco shop run by FDA Parambikulam. There are three eco-shops operated by EDC members under FDA, two are located at Parambikulam and one at Malampuzha. Apart from this fixed selling points, the community members actively participate in all the forest related exhibitions throughout the state. All products are priced moderately by FDA, the pricing strategy being made in consultation with the EDC members.
- ***Tailoring Unit***: As a part of the expansion of economic opportunities of tribal people, PTR authorities identified alternative sources of subsistence beyond the boundary of ecotourism or traditional jobs. They identified mainstream jobs like tailoring for engaging women who are not able to get hard core destination jobs. It was pointed out by the officials at PTR that they have already trained five EDC members for this job. It was also noted that such initiatives have tried to reduce the community member's dependence on the forests.

The practice of assessing the site-specific example for measuring its economic contributions basically focuses its employment contribution directly and indirectly to the locality. Before proceeding to the employment contribution and its related impacts on the destination it is imperative to have a glance on the revenue generated during these days (Table 3). As mentioned earlier, ever since the ecotourism programme was initiated in the year 2006, there has been substantial increase in the flow of tourists to PTR. This has also been accompanied by a substantial increase in income as well. Official sources pointed out that introduction of various products and well-planned organization of programmes is responsible for this.

Figure : 5 Revenue Generated during 2004-09



Source: From the records of PTR.

EMPLOYMENT GENERATED

Uniqueness and vividness in resource and its skillful appropriation paved the way for the development of various ecotourism products which has given numerous options for employment for community members at Parambikulam. This differentiation and enhancement was able to cater the local economic requirement to a certain extent particularly to meet the basic requirements of the people. In the present study we can see that existing ecotourism operations could give employment to all the (six) tribal settlements of the region and other deserving communities like the PAP colony.

While discussing with officials and later on with community members it was noticed that they were unanimous in agreeing to the fact that ecotourism has helped them in different ways. To the officials the PTR project has helped to better manage the destination with local support by reducing the excessive dependence on forest materials for livelihood by linking economic incentive to the conservation and tourism operations. The community members felt that since the inception of the ecotourism programme they were getting different options for jobs, even though its magnitude and availability may be varying due to the seasonality and other local factors. Even then out of 442 tribal who are the members of the EDCs 117 i.e. 26.4 percent of local community members are getting regular jobs. If we consider the seasonality of tourism and due to the problems of their own like physical inability or injury or other ailments the remaining member may not be in a position to get jobs regularly. This needs to be investigated in detail. By and large, based on all these considerations it is estimated that an average of 37 percent of the tribal people are engaged in income generating activities. The official record says an average of 264 effective working days in a year since 2006, the ecotourism programme could provide to its members. As discussed earlier, ecotourism jobs are created through ecotourism services as well as enterprise development. In both cases waged employment is offered to the community members. During consultation it was informed that depending up on the participation and nature of job a monthly minimum wages of Rs.2500 and a maximum of Rs.6000 are being distributed to the participants. From the records it was also confirmed that approximately Rs.400, 000 (yearly) was earmarked for payment of wages, excluding the payments to watchers on a monthly basis. It is also important to mention that both men and women were engaged in ecotourism services and there was no gender discrimination in payment of wages.

INDIRECT BENEFITS

Apart from the employment and other direct benefits availed from direct engagement of communities in ecotourism activities the community could avail a number of other incentives and facilities. These incentives had both financial and non-financial components. The following are some of the most important among them:

- ***Educational Incentive***: The change in material condition of households impacted the schooling of children of EDC members. According to the officials of PTR there is a notable change in the attitude towards education from the tribal hamlets which has led to an increase in their school attendance. The distribution of free uniforms, umbrellas and books to the children of EDC members played an important part in this.
- ***Loan & Financial Assistance***: In order to meet the exigencies loans and financial provision were made available to the community members. The FDA had arrangements for helping the EDC members through thrift and savings. The community members could avail loans up to ten thousand rupees in case of emergencies. The repayment schedule was to be decided on the basis of the amount advanced. Financial assistance for medical treatment (both inpatient as well as outpatient) is available not only to the EDC members of Parambikulam but also to other people who are members of EDC of other destinations. For instance it was reported that lump sum assistance was given to an EDC

member from Waynad (not part of the PTR) for his medical treatment.

- ***Insurance Coverage***: By considering the riskiness of the job and other security reasons the FDA initiated insurance coverage to the EDC members. As per the modus operandi the FDA and the individual member should contribute Rs.100 each for this purpose. The programme has been implemented in association with the National Insurance Company of India Limited. The scheme provides medical claim that would cover all hospital expenditure.
- ***Health Programme***: In association with National Rural Health Mission (NRHM) of Government of India the FDA has made all necessary arrangements for availing primary health care facilities for the EDC members. The programme is meant for all tribals with special emphasis being given to women and children.
- ***Training***: In order to inculcate basic hospitality skills to EDC members, FDA has arranged special training programmes. The course covered various aspects in the areas of hospitality such as, how to receive the guests and make them acquaint with the local customs and practices. Awareness and educational programmes on foundations of tourism operation or tourist orientation and session on Spoken English were also part of this programme. Special training on bird watching and interpretation has also been arranged for the EDC members.

As mentioned earlier, there are other factors, which are relevant to the study particularly while discussing the local economic benefit of a site-specific evaluation of an ecotourism project. It includes increase in earnings, sense of social cohesion or belongingness, enhanced self esteem among community members, relief from pressure of local money lenders etc. From our field interactions it was also revealed that EDC helped the members to improve collective responsibility, collaborative capacity and networking for production and sale of various ecotourism products. Well-regulated destination management practices including the formulation of rules and regulations have helped to ensure sustainability, and also to reduce undesirable practices like poaching etc. to a great extent.

LIMITATIONS OF THE STUDY

Before this study is concluded it has to be clarified that certain assumptions have been made in this study to identify the extent to which ecotourism creates employment opportunities to local communities such as all visitation to this site is considered as ecotourist and all tourism related economic activities is accounted as ecotourism. Another limitation is that the assessment of local economic benefit of ecotourism is confined to six tribal settlements and one PAP colony only. Direct and indirect economic impacts on other local people have not been considered as the officials at the PTR had informed that all forest dependent communities were settled in these six colonies.

CONCLUSION

Ecotourism, no doubt, is a significant tool for local regeneration and development of rural/remote areas. The relevance of such locally organized programmes initiated in PTR is even more important in a rural setting where alternative employment options are very limited as well as the ownership of protected areas is vested with the state, where the local communities have only limited access in it for engaging income generating activities. Another important fact is that most of these protected areas are the habitats of indigenous people. As cited by Hinch (2001) it is very important that a significant share of economic benefit from ecotourism should accrue to them. Not directing a fair share of benefits to them would be grossly unethical under the core ideologies of ecotourism. Hence, there should be a mechanism to ensure proper delivery of community benefit, community involvement, and provision to keep the 'legal status' of the land and 'aboriginal title' and also to limit involvement of market forces to maintain a sustainable scale of operations at the destinations. Overall the evidence from the present study are supportive of all the three hypothesis formulated. The experience of PTR in terms of employment and income generation in comparison to the host population is not insignificant. The ecotourism programme could generate good number of employment opportunities to the local people. For this purpose several entrepreneurial initiatives have been taken to accommodate the destination communities. It is also found that these initiatives are not exclusive or complete. There are a lot of areas which needs to be explored to enhance the level of participation of the people. The indirect benefits from this ecotourism project are also invaluable. So it is evident that such experiments will provide useful insights to the policy makers and destination managers to organize ecotourism destinations for economic as well as environmental sustainability.

Annexure:

Table 1: Eco development committees at PTR

Eco development Communities	*No. Of Members*
Sugam Colony EDC	85
Kadas Colony EDC	54
Fifth Colony EDC	14
PAP Colony EDC	59 (Non Tribal)
Poopara Colony EDC	47
Earth Dam Colony EDC	34
Kariakutty Colony EDC	53
Naturalist EDC	75
Watchers EDC	82
Total	503

Source: From the records of PTR.

Table: 2. Tribal Settlement & Ethnic Identity of PTR

Location of the Settlement	*Ethnic Identity*	*Families*	*Individuals*
Sungam	Malasar tribe	80	309
Pooppara	Muduva tribe	39	176
Fifth Colony	Malamalasar tribe	14	55
Kuriarkutty	Kadar tribe	58	253
Earthdam colony	Kadar tribe	32	120
Kadas colony	Kadar tribe	54	206
Total		277	1200

Source: www.parambikkulam. Org

Table: 3 Tourists Visited & Revenue Earned (2004-2009).

Year	No of Tourists	Domestic	International	*Revenue(Rs.)*
2004-05	27628	27389	239	53817
2005-06	30223	30081	142	167775
2006-07	38514	38269	245	876170
2007-08	40280	39924	356	4043825
2008-09	45009	44671	338	9116121

Source: From the records of PTR.

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Prioritization of Outsourcing in Hotel Industry: A Fuzzy AHP Multi Criteria Decision Making Approach

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ABSTRACT

Outsourcing can bring in better control and profitability for a service sector like Hotel industry. Literature review reveals that different activities of the business are needed to be outsourced, in order to save cost and increase profitability. But in practical situations all activities can not be outsourced as some of the activities may be related to the core competency of the industry and at once all the activities can not be outsourced. So of the activities to be outsourced are to be prioritized. Prioritization is a multi criteria problem and needs to be solved using different quantitative methods. This study would help the decision-makers of the Hotel industry to select a supplier that would meet all the requirements of outsourcing. Fuzzy Analytic Hierarchy Process for selection of suppliers enables to make decisions based on indistinct or vague data. In order to have an effective decision, in Fuzzy Analytic Hierarchy method, the values from the pair-wise comparison of each criterion are expressed with triangular fuzzy numbers to deal with the uncertainties of the problem. A Fuzzy AHP method has been used in this paper to solve the problem of prioritization of outsourcing activities of the Hotel industry in the western part of Orissa.

KEYWORDS: *Outsourcing, Prioritization, Multi criteria, Fuzzy AHP.*

INTRODUCTION

Outsourcing can be defined as the management decision to contract out to the external agencies, some of its activities that were traditionally being carried out internally by the firm. Outsourcing can be of different forms such as franchising, joint ventures, alliances, shared service agreement, partnerships, virtual organization etc. Services offered under outsourcing can be of different types such as Onshore Outsourcing, Offshore Outsourcing, Business Process Outsourcing, Multi-shoring and In-sourcing. Outsourcing is a strategy in the hotel industry to reduce operating costs, improve productivity, increase revenues and reduces risks. Outsourcing is one of the most important management ideas, patterns and practices where a hotel joins and makes use of the specialized resources of outside agents to have a competitive advantage in the tough business environment. Quality of service, management of service quality and the selection of the service providers are very crucial for the existence of the Hotel industry. Therefore the outsourcing of different services is one the options before the owners to increase customer satisfaction and level of services with reduced cost and time. Outsourcing supplier selection is critical since it affects the competitiveness of the entire supply chain and is a significant variable for the success of the outsourcing. It helps in realizing high quality products and services at lower cost with higher customer satisfaction for Hotel industry. Yadav (2006) in her article writes, "Outsourcing is a strategic business decision which needs to be analyzed and studied critically before taking the plunge. It involves a lot of expertise on the part of the client as well as the agency to strike a balance. One of the first areas where outsourcing was used was housekeeping operations and payroll accountancy. These departments realized the importance of outsourcing when it came to specialized treatments rendered under constant expert guidance". Hotel industry in India is trying to learn how to outsource and what hotel functions are to be outsourced. They have come to realize the fact that if they fail to accept outsourcing strategy, they would be losing their business. There is a paucity of research studies that consider outsourcing in India. Although we come across some of the studies on outsourcing (e.g., Embleton and Wright (1998) Lankford and Parsa (1999), Hemmington and King (2000), McIvor (2000), Khatri and Budhwar, (2002) and Jennings (2002), their studies are not exactly on the problems of outsourcing in hotel functions of India.

This paper is an application of the fuzzy based Analytic Hierarchy Process (FAHP) to efficiently deal with both quantitative and qualitative decision factors involved in selection of outsourcing supplier in Hotel industry since practically it is impossible to locate a single supplier who excels in all areas. Adding to this, some of the criteria are quantitative in nature while others are qualitative, which is certainly a problem in analyzing the collected data and is a weakness for the existing reported approaches. Methodologies of the supplier selection process in research literature include the cost-ratio method, the categorical method; weighted-point evaluations, mathematical programming models and statistical or probabilistic approaches that have been reported by Yan et al. (2003) and Oliveria (2002). There are at least 23 important criteria in supplier decision-making as reported by Dickson (1966). Weber et al. (2000) have done an exhaustive literature review and have used a linear weighting model for supplier selection. Min (1994) has used a multi-attribute utility approach in international supplier selection.

Interpretative structural modeling has been used by Mandal and Desmukh (1994) that combines qualitative and quantitative factors. Youssef et al. (1996) did supplier evaluation and selection for an advanced manufacturing technology environment. Motwani et al. (1999) used a model for the supplier selection process pertaining to developing countries. These approaches neglect multi-period planning horizons for vendor selection, and selection of vendors are based on experience and intuition of the decision makers. But the fuzzy-AHP is an efficient tool to deal with the fuzziness of the data involved in deciding the preferences of the different decision variables involved in the process of supplier selection for outsourcing. The triangular fuzzy numbers are used to transform the linguistic comparison of the different decision criteria, sub-criteria and performance of the alternative suppliers. The decision makers can conveniently give the interval judgments than fixed value judgments. The triangular fuzzy numbers are therefore used to decide the priority of one decision variable over other in fuzzy AHP (Chan and Kumar, 2005). In this paper the pair wise comparison matrices help in deciding the synthetic extent value of each comparison and finally, the priority weights of one alternative over another are decided as reported by Ghodsypour and O'Brien (1998) and thus the weight vectors are decided and normalized. Based on the different weights of criteria and attributes the final priority weights of the alternative suppliers are decided. The highest priority is given to the supplier with highest weight (Chan and Kumar, 2005). Fuzzy AHP derives the local priorities from the fuzzy preference ratios that are subsequently combined to form the global priorities. Fuzzy arithmetic operations have an inherent problem to address the issue of consistency so it does not answer the question how inconsistent information should be handled therefore the fuzzy priorities may have some inherent flaw (Zimmerman, 1991 and Buckley, Feuring, and Hayashi, 2001). Chen et al. (2006) and Chan and Kumar (2007) have extended the FAHP method while Zaim et al. (2003) and Benyoucef and Mustafa (2007) have contributed to the literature of FAHP by applying it to solve marketing problems and supplier selection system for a hospital.

An example from Hotel industry in search of suppliers for a critical component is used in this paper to demonstrate the effective implementation and procedure of proposed Fuzzy-AHP (FAHP) technique. The proposed model can provide guidelines and directions to the decision makers for effective selection of suppliers in a competitive business environment in the western part of Orissa.

RESEARCH METHODOLOGY

"In this study the extent FAHP is utilized, which was originally introduced by Chang (1996). Let $X = \{x_1, x_2, x_3, \ldots\ldots, x_n\}$ an object set, and $G = \{g_1, g_2, g_3, \ldots\ldots, g_n\}$ be a goal set. According to the method of Chang's extent analysis, each object is taken and extent analysis for each goal performed respectively. Therefore, m extent analysis values for each object can be obtained, with the following signs:

$$M^1{}_{gi}, M^2{}_{gi}, \ldots\ldots M^m{}_{gi}, \qquad i = 1,2,\ldots,n,$$

where M^{j}_{gi} (j = 1, 2, ...,m) all are TFNs. The steps of Chang's extent analysis can be given as in the following:

Step 1: The value of fuzzy synthetic extent with respect to the i th object is defined as

$$S_i = \sum_{j=1}^{m} M_{gi}^{j} \otimes \left[\sum_{i=1}^{n} \sum_{j=1}^{m} M_{gi}^{j} \right]^{-1} \tag{5}$$

To obtain $\sum_{j=1}^{m} M_{gi}^{j}$, perform the fuzzy addition operation of m extent analysis values for a particular matrix such that:

$$\sum_{j=1}^{m} M_{gi}^{j} = \left(\sum_{j=1}^{m} l_j, \sum_{j=1}^{m} m_j, \sum_{j=1}^{m} u_j \right) \tag{6}$$

and to obtain $\left[\sum_{j=1}^{n} \sum_{j=1}^{m} M_{gi}^{j} \right]^{-1}$, perform the fuzzy addition operation of M^{j}_{gi} (j = 1, 2, ...,m) values such that

$$\sum_{i=1}^{n}\sum_{j=1}^{m} M_{gi}^{j} = \left(\sum_{i=1}^{n} l_i, \sum_{i=1}^{n} m_i, \sum_{i=1}^{n} u_i\right) \tag{7}$$

and then compute the inverse of the vector above, such that:

$$\left[\sum_{i=1}^{n}\sum_{j=1}^{m} M_{gi}^{j}\right]^{-1} = \left(\frac{1}{\sum_{i=1}^{n} u_i}, \frac{1}{\sum_{i=1}^{n} m_i}, \frac{1}{\sum_{i=1}^{n} l_i}\right). \tag{8}$$

Step 2: As $\tilde{M}_1 = (l_1, m_1, u_1)$ and $\tilde{M}_2 = (l_2, m_2, u_2)$ are two triangular fuzzy numbers, the degree of possibility of $M_2 = (l_2, m_2, u_2) \geq M_1 = (l_1, m_1, u_1)$ defined as:

$$V\left(\tilde{M}_2 \geq \tilde{M}_1\right) = \sup_{y \geq x} \left[\min\left(\mu_{\tilde{M}_1}(x), \mu_{\tilde{M}_2}(y)\right)\right] \tag{9}$$

and can be equivalently expressed as follows:

$$V\left(\tilde{M}_2 \geq \tilde{M}_1\right) = hgt(\tilde{M}_1 \cap \tilde{M}_2) = \mu_{M_2}(d) \tag{10}$$

$$= \begin{cases} 1, & \text{if } m_2 \geq m_1 \\ 0, & \text{if } l_1 \geq u_2 \\ \dfrac{l_1 - u_2}{(m_2 - u_2) - (m_1 - l_1)}, & \text{otherwise} \end{cases} \tag{11}$$

Step 3: The degree possibility for a convex fuzzy number to be greater than k convex fuzzy M_i (i=1, 2, k) numbers can be defined by

$$V(M \geq M_1, M_2, \ldots\ldots M_k) = V\left[(M \geq M_1) \text{ and } (M \geq M_2) \text{ and} \ldots\text{and } (M \geq M_k)\right]$$
$$= \min \; V(M \geq M_i), \; i = 1,2,3,\ldots,k \tag{12}$$

Assume that $d(A_i) = \min V(S_i \geq S_k)$

for $k = 1,2,\ldots,n; k \neq i$. Then the weight vector is given by

$$W' = (d'(A_1), d'(A_2), \ldots\ldots, d'(A_n))^T \tag{13}$$

where $A_i = (i = 1,2,\ldots n)$ are n elements.

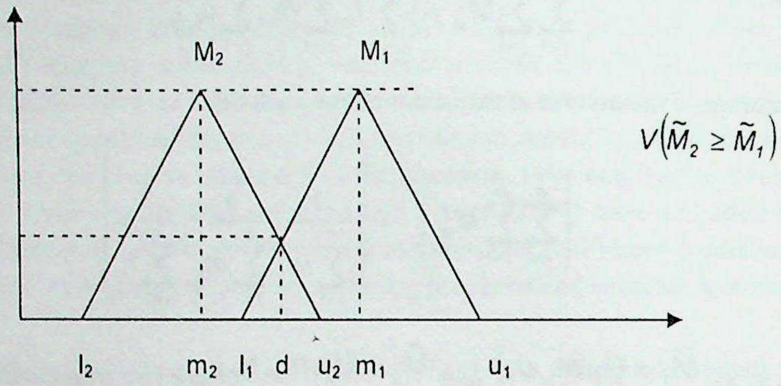

Figure 2: The intersection between M₁ and M₂ (Kahraman et al., 2004)

Figure 2 illustrates Eq. (11) where d is the ordinate of the highest intersection point D between μ_{M_1} and μ_{M_2} to compare M₁ and M₂, we need both the values of $V(M_1 \geq M_2)$ and $V(M_2 \geq M_1)$

Step 4: Via normalization, the normalized weight vectors are

$$W = (d(A_1), d(A_2), \ldots\ldots, d(A_n))^T \tag{14}$$

where W is a non-fuzzy number." [ERTUĞRUL and KARAKAŞOĞLU (2006) pp.200-202.]

[We acknowledge that the above literature relating to FAHP is from the paper authored by ERTUĞRUL and KARAKAŞOĞLU (2006) entitled "THE FUZZY ANALYTIC HIERARCHY PROCESS FOR SUPPLIER SELECTION AND AN APPLICATION IN A TEXTILE COMPANY" published in Proceedings of 5th International Symposium on Intelligent Manufacturing Systems, May 29-31, 2006: pp. 195-207, Sakarya University, Department of Industrial Engineering.]

ILLUSTRATIVE ANALYSIS

It is obvious that, outsourcing is inevitable for Hotel industry. From literature survey we have found that there are various jobs and services that can be outsourced. But some hotels find difficulties in outsourcing all these services and activities. So they need to priorities the services that are needed to be outsourced. The Hotel industries can reduce risk and can gain more confidence as well as can improve their managerial capabilities if they pursue the outsourcing process step by step. In our study, we want to find out the services that are needed to be outsourced in a priority basis. The outsourcing decision depends on several factors. One of the factors may be finding the priority service under a multi criteria decision making process. For our analysis we have interacted with several Hotel owners of mid size category in western part of Orissa. Since the information that we received are more of qualitative in nature than quantitative we preferred to use FAHP method for solving the above priority problem.

The main areas of the outsourcing activities that have been identified from the literature survey for the Hotel Industry are Security, Accounting, Laundry, Room Service, Sales and

Marketing, Administration, Restaurant, Transport, Information System, Hotel Maintenance and Customer Attitude Survey. Out of these activities that satisfy all criteria given by the experts such as cost, administrative convenience; management and risk are being considered. The activities that satisfy all criteria are mainly security (s1), Hotel Maintenance (s2), Laundry Services (s3) and Transport (s4). These four activities being taken for further analysis for prioritization. The solution process is based on the fuzzy AHP method. The fuzzy-AHP model discussed in this paper is proved to be simple, less time consuming and have less computational expense (Chang 1996). The data are obtained from the interview with the managers of the Hotel owners. Firstly; required data are obtained for forming the criteria for selection of the best outsourcing activities. After the information is obtained from the managers, the pair-wise comparisons are made which are represented in Table-1 to Table- 9. In this study, all pair-wise comparison judgments are represented as fuzzy triangular numbers, as per the fuzzy comparison judgments with respect to the main goals are shown in Table 1.

Table-1

Definition Intensity of importance	
Equal	(1, 1, 1)
Weak	(2/3, 1, 3/2)
Fairly strong	(3/2, 2, 5/2)
Very strong	(5/2, 3, 7/2)
Absolute	(7/2, 4, 9/2)

Then, the decision-maker compares the sub-attributes with respect to main-attributes. Table 2 gives the fuzzy comparison data of the sub-attributes of firm. The other tables that show the comparisons of the other sub-attributes are not given, because the calculation is similar in all steps. Relative fuzzy weights of different criteria were given by a judgment committee of experts, as giving absolute figure is relatively difficult. These weights are represented in different tables and also there are four areas qualified for outsourcing that were available for final selection. The fuzzy relative weight are also been represented with respect to different criteria for the four options. These relative weights are represented by agency weight relative in the Table-2 to 6.

Table 2 : Relative fuzzy weights with respect to the main criteria

	(c1)	(c2)	(c3)	(c4)
Cost (c1)	1,1,1	2/3, 1, 3/2	3/2, 2, 5/2	3/2, 2, 5/2
Administrative Convenience (c2)	2/3, 1, 3/2	1,1,1	2/5,1/2,2/3	2/3, 1/2, 3/2
Management (c3)	2/5,1/2,2/3	3/2, 2, 5/2	1,1,1	2/5,1/2,2/3
Risk (c4)	2/5,1/2,2/3	2/3, 1, 3/2	3/2, 2, 5/2	1,1,1

Table 3 : Relative fuzzy weights with respect to the main criteria

Cost	(s1)	(s2)	(s3)	(s4)
Security-1 (s1)	1,1,1	3/2, 2, 5/2	3/2, 2, 5/2	2/3, 1, 3/2
Hotel Maintenance -2 (s2)	2/5,1/2,2/3	1,1,1	1,1,1	3/2, 2, 5/2
Laundry -3 (s3)	2/5,1/2,3/2	1,1,1	1,1,1	2/5,1/2,2/3
Transport -4 (s4)	2/3,1,3/2	2/5,1/2,2/3	3/2, 2, 5/2	1,1,1

Table 4 : Relative fuzzy weight with respect to the main criteria

Administrative Convenience (c2)	(s1)	(s2)	(s3)	(s4)
Security-1 (s1)	1,1,1	2/3, 1, 3/2	1,1,1	2/5,1/2,2/3
Hotel Maintenance -2 (s2)	2/3,1,3/2	1,1,1	2/5,1/2,2/3	2/3, 1, 3/2
Laundry -3 (s3)	1,1,1	3/2, 2, 5/2	1,1,1	2/5,1/2,2/3
Transport -4 (s4)	3/2, 2, 5/2	2/3, 1, 3/2	3/2, 2, 5/2	1,1,1

Table 5 : Relative fuzzy weight with respect to the main criteria)

Management (c3)	(s1)	(s2)	(s3)	(s4)
Security-1 (s1)	1,1,1	2/3,1,3/2	3/2, 2, 5/2	3/2, 2, 5/2
Hotel Maintenance -2 (s2)	2/3,1,3/2	1,1,1	2/5,1/2,2/3	2/3,1,3/2
Laundry -3 (s3)	2/5,1/2,2/3	3/2, 2, 5/2	1,1,1	2/5,1/2,2/3
Transport -4 (s4)	2/5,1/2,2/3	2/3,1,3/2	3/2, 2, 5/2	1,1,1

Table 6 : Relative fuzzy weight with respect to the main criteria

Risk (c4)	(s1)	(s2)	(s3)	(s4)
Security-1 (s1)	1,1,1	3/2, 2, 5/2	3/2, 2,5/2	2/3,1,3/2
Hotel Maintenance -2 (s2)	2/5,1/2,2/3	1,1,1	1,1,1	3/2, 2, 5/2
Laundry -3 (s3)	2/5,1/2,2/3	1,1,1	1,1,1	2/5,1/2,2/3
Transport -4 (s4)	2/3,1,3/2	2/5,1/2,2/3	3/2, 2,5/2	1,1,1

Analysis

The relative weights of different criteria after calculation, using equations (6), (7), (8), (9), and (10) are as follows:

Table-7

Cost (c1)	0.38
Administrative Convenience (c2)	0.16
Management (c3)	0.20
Risk (c4)	0.26

Table-8 : Relative weights of different outsourcing agency with respect to all the criteria

	Cost	Company	Product	Meeting Requirement
Security-1 (s1)	0.55	0.02	0.35	0.43
Hotel Maintenance -2 (s2)	0.33	0.21	0.21	0.26
Laundry -3 (s3)	0.02	0.30	0.19	0.02
Transport -4 (s4)	0.10	0.48	0.25	0.29

Table-9 (Final result after combining different criteria weights)

Security-1 (s1)	0.39
Hotel Maintenance -2 (s2)	0.27
Laundry -3 (s3)	0.10
Transport -4 (s4)	0.22

Result obtained in the table shows that cost saving is the main criterion for outsourcing and other criteria in order of merit are Administrative Convenience, Management, Risk (See Table-7). Finally the result shown in the Table-9 represents the activity that needs to be outsourced sequentially for better convenience and result; they are Security, Hotel Maintenance, Transport and Laundry in order of their weights shown in Table-9.

CONCLUSIONS

AHP theory can be applied to nearly all decision making problems. AHP approach is ineffective in reducing the uncertainty and vagueness of the data and therefore a Fuzzy AHP can only reduce the uncertainty in determining the relative weights given to the different criteria. Fuzzy AHP can also be effective in determining the impact of each alternative on the attributes that are considered.

In this study an extended fuzzy AHP method has been used for selection of outsourcing services in Hotel industry. The decision activities are Security, Hotel Maintenance, Laundry and Transport. These activities are evaluated with respect to four main criteria to obtain the degree of preference associated with each activity and alternative for selecting the most appropriate one for the Hotel in consideration. The managers can conveniently give the natural judgments, which can be fixed by the help of the extended fuzzy approach; the ambiguities or vagueness involved in the data can be effectively represented and processed to make a more effective decision relating to the selection of an activity for outsourcing.

The activity that gets the highest priority weight can be awarded the job of outsourcing. The management of the company can make use of the results of the FAHP analysis and can implement the results satisfactorily to choose the activities that can be outsourced. In our future studies we propose to make use of other multi-criteria methods that have been recently proposed in a fuzzy environment in selection of firm for outsourcing. Also in our future papers we propose to solve other multi-criteria decision making problems relating to facilities selection; employee selection etc of Hotel industry through FAHP.

Hotels are required to select suppliers who can render outsourcing activities over a long period of time and since the time frame is long the attributes and weights may change with time. Therefore the firm selected today may not be in a position to render services effectively in future. To overcome this problem, the outsourcing firm that can that can adapt with the changing time can be incorporated while selecting a vendor for outsourcing activities. With time the data may become fuzzy in nature so we would like to incorporate the experience of the managers to help us in avoiding the uncertainty and vagueness in the decision making process. This can be treated as one of the limitations of this paper which we would take care in our future endeavor.

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Poverty Alleviation through Sustainable Tourism in the City of Kolkata

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ABSTRACT

Poverty has been the face of many developing countries one of such being India. Many a poverty alleviation programme has been designed by researchers to face the menace, although the arena of tourism remains unexploited here. The question that will arise next is 'the smokeless industry' 'Tourism' coined by some is also causing exploitation of resources (Human, Natural as well as artifacts etc). The answer is sustainable tourism. Thus the research paper explores the benefit of sustainable tourism for poverty alleviation at the root level. The study area opted is the city of Kolkata. The objective of the paper narrows down to two significant research area, namely local cuisine and local handicrafts sold by direct artisans or footpath vendors of the city to the seasonal tourists. The methodology followed is quanti-qualitative in nature, where primary data was collected in form of structured questionnaire (from domestic and international tourists) and in-depth interview was collected from bureaucrats and other administrative heads. The analysis involves statistical as well as qualitative tools. The research paper tries to depict the problem faced by the local venders and food sellers in the city followed by some modest suggestions as solutions for the same.

KEYWORDS: *Sustainable Tourism, Poverty, Poverty Alleviation, local handicrafts and cuisine.*

Introduction

Concept of Poverty:

Poverty since long had been a cause of grave concern for countries like India and others. Thus a lot many researches were developed to understand and conceptualize the same. In light of the same task force defines poverty as 'As the mid-point of the monthly per-capita expenditure class having a daily calorie intake of 2,400 per person in rural areas and 2,100 calories in urban areas. On this basis the cut off points turn out to be Rs. 49.09 for the rural areas and Rs.56.64 for the urban areas at 1973-1974 prices.' In India even now in spite of all the development during the past five decades, nearly 35% of the population was getting less than $1 (PPP) a day in 1999-2000 (*World Development Report, 2007)*. Amartya Sen, 1977also defined poverty as "The poor is not an economic class, nor convenient category to use for analysing social and economic movements. Poverty is the common outcome of a variety of disparate economic circumstances and a policy to tackle poverty must of necessity go beyond the concept of poverty." Although UNDP identified HPI (Human Poverty Index) with three different areas of: a) Survival (P_1), b) Education and Knowledge (P_2), c) Decent Standard of Living (P_3).

The detail picture in light of India is shown below in form of a table:-

	Components of HPI	Configuration	Value or % of Indian population below level
Deprivation	Survival	P_1	16.6
	Education & Knowledge	P_2	39.0
	Decent standard of living	P_3	30.5

Source: UNDP, Human Resource Development report, 2006 (New York, 2006) Table. 3pp.292-3

Measures taken for Poverty Alleviation in India:

Many a steps have been taken by the government of India for poverty alleviation starting from planning commissions set up for the same to different employment programme, poverty alleviation programme and others but nothing much have been explored in the field of Tourism. Poverty estimates based on 61st round of NSSO (National Sample Surveys) compared through Economic Survey 2006-2007 concluded "Mixed call period method, based poverty estimates of 22% in 2004-2005 is roughly but not strictly comparable with poverty estimates of 26.1% in 1999-2000 (Misra and Puri, 2007)

This paper tries to identify the poverty gap index through a method of direct benefit reaching the poor instead of trickle down method.

'Urban Poor'

An important study by the NSSO have revealed that the urban poverty ratio have been estimated to be higher than the rural poverty ratio. In absolute terms the number of urban poor has risen from 60.3 million in 1973-74 to 83.3 million in 1987-88 which indicates a rise of 20 million. This is an indicator of growing urbanization as well as non availability of employment opportunities. Thus it indicates 'the overflow of rural poor to urban areas with increasing urbanization being the principle factor accounting for an increase in urban poverty.'(Dandekar and Rath). It has been stated that five states of India viz. Uttar Pradesh, Madhya Pradesh, Bihar, Maharashtra and West Bengal alone account for 181.4 million poor in the year 1987-88 i.e. 58% of the total poor in reside in these five states.

Concept of Sustainable Tourism:

Sustainable Development as defined by the World commission on Environment and Development (WCED), in 1987 is "Development that meets the needs of the present without compromising the ability of future generation to meet their own needs." Environmental Protection and management is central to sustainable development. (Ref.: Prabhas C.2003). Thus keeping in mind sustainability tourism must in the long term, be made both ecologically and economically viable as well as ethically and socially acceptable. The maintenance of life supporting ecological processes and natural life cycles, the conservation of biological diversity and the low impact utilization of natural resources must therefore be regarded as objectives of tourism in the same way as respect for preservation of traditional ways of life and peoples cultural identity world wide. (Ref.: Prabhas C.2003).

Kolkata: A center of Cultural Mutation

Kolkata is the largest metropolitan city of India with a major population of 13.5 million and a metropolitan district area of 1380 sq. kms. The city has a wide scope of Tourism as well. Thus utilizing different tourism products and resources like Local handicrafts being sold directly by the unorganized sector or Local road side cuisine can be considered as a major source of revenue generation for poverty alleviation in such a massive metropolitan city.

Objective:

- To study the past heritage of the city and compare the same with the present scenario, in order to understand the cultural impact of the city on Tourism Industry and ways of utilising the same for improvisation.
- To study the impact and importance of road side local cuisine on Tourists and identify the possible benefit on the host community from the same.
- To study the impact and market potential of the Local Handicrafts that is and can be promoted as souvenirs in the Tourism industry sold by the unorganized sector of the city.
- To suggest in modest way a model of recommendation for the same.

Methodology:

Quanti-qualitative approach of methodology was followed for the paper, where primary data was collected from tourists in form of structured questionnaire, as well as in-depth interview was collected from eminent and proficient people in the respective field of Handicraft, Kolkata administration and food critic. The sample size was 120 collected randomly from tourists, both domestic as well as international. Spearman's co-relation (Kothari, 1997) was taken a tool for testing of hypothesis, while data triangulation was followed for qualitative analysis (Say Sayre, 2001). Secondary data was collected through books, journals, and articles, which also became a source of data triangulation method.

Analysis:

Test of hypothesis was drawn on the basis of dichotomous response as collected from the primary data, on a level of five percent significance, the details of which is enlisted below:-

- ***Hypothesis 1: Majority of Tourists coming to Kolkata buy handicrafts from unorganized Local retailers*** (H_1) i.e. Alternate hypothesis is accepted with z value being 3.1025 at a probability of .0010 at 5% level of significance.
- ***Hypothesis 2: Majority of tourists coming to Kolkata taste major meal from road side vendors*** (H_1) i.e. alternate hypothesis is accepted with z value being 4.0096 with a probability of .0002 at 5% level of significance.

Thus the conclusion can be drawn that majority of tourists visiting Kolkata consumes handicrafts and road side cuisine sold by the unorganized sector of the city, which in turn is a direct source of revenue for them. This source of revenue can become a way of poverty alleviation. The research tries to draw light on way of organizing and channelizing this option by qualitative method i.e. Data triangulation collected from different sources in form of 'in depth' interview as well as focus group interview collected from various eminent personalities as mention earlier. The major findings of which are enlisted below:

Findings:

'***Problem Area*** for the unorganized sector of local road side cuisine vendors and handicrafts vendors are given below:'

Of Handicrafts

a) The venders are not organized.

b) They are not educated enough to form a system of their own, or if formed for them, they cannot be in the system.

c) They keep encroaching more space on the footpath, creating problem for the pavement walkers leading to jay walking and accidents.

d) They are less safety oriented, safety precautions are not taken specially for the roadside cuisine vendors.

e) Waste management remains a major issue for sustainability.

Utility of Local Road side Hawkers and Handicrafts selling hawkers in our Society:-

a) In a metropolitan city of Kolkata, floating crowds come in. They need to sustain themselves through cheap food. Thus it becomes a mutual symbiosis between them.

b) Tourists flocking in do buy souvenirs while going back home. Being an important destination for business, Local Handicrafts retailers also play an important role, for promotion of Tourism.

c) Eviction can increase criminal ratio, as done after “operation sun”.

Way out:

a) In order to keep the price of the road side local cuisine low, the vendors should devoid of payment of rents or fees to sit on the footpath.

b) In order to avoid congestion on the footpath, a specific space, time limit and good system of waste disposal management can be introduced.

c) Tourists need clean and hygienic food, thus lowering cost on other fringe benefits and government regulation can bring in the same.’(As stated by ACP, Kolkata Police, Mr. De).

Little other information as collected from MD, WBTDC, Mr. TVN Rao were:-

a) Sustainability can be classified into 2 major areas, namely financial sustainability and environmental Sustainability.

b) Financial sustainability can be again achieved through Infrastructural Development (Government Sponsored needed), Service Sector (Privatization), Awareness (Market Communication).

c) West Bengal is ranked 8th for domestic arrival and 6th for International Arrival.

d) 2007 marked with 18.4 million tourists out of which 17.3 million were domestic.

e) Environmental Sustainability can be achieved by heading towards 0 level discharge for liquid waste and solid management should head for carbon+ benefits.

f) As far as developing Local Road side cuisine and Local retailers for handicrafts is concerned they are in transition zone.

g) The main laggard is that they are not organized, once they become so much of their problem would be solved.

h) Like Thailand and Singapore Pedestrian zones can be created for developing Food court and handicraft retailers, after which Portable pure water , and waste discharge would not remain a problem anymore.

i) As far as marketing and branding is concerned, 'Ethnic Kolkata' can be highlighted for Handicrafts and 'Flavour of Kolkata' for Local Road side cuisine.

Kolkata: The past era and the present scenario

The past era:

Kolkata the capital city of West Bengal have many legends about its name. As the story goes in 1742 'Canals' ("Khaals") were dug (" Kutta") around three sides of Kolkata hence the name Calcutta was derived from "Khal-Kutta" . Kolkata is an ancient place, her name was first referred in *"Mansa Vijay Kavya"* composed by "Biprodas Piplai" in 1495. Her name is found in the "Chandi Mangal" of "Mukundaram" also in "Ain-E-Akbari" written by Abul Fazal in 1596.

On 24th August 1690, Job Charnock, a British merchant landed at Sutanuti, a fishermen's village. Thus the foundation of a modern and a developed city was initiated by him. He died on 10th January 1692 and on 10th November 1698 the British East India Company purchased the title of "Zamindari" of three villages, 'Dihi Kolkata', 'Sutanuti', 'Gobindapur', at a cost of Rs. 1600 + Rs. 1300= Rs.2,900. The first Governor of British Empire shifted the capital from Murshidabad to Kolkata in 1772.

The honourable High Court of Kolkata in its recent judgment declared that no body could claim to have fathered the city and Job Charnock is not the founder of the city. In the past 50% of Kolkata's population was British.

Present Scenario:

Even today 50% of the city's populations are people from other states of India. Kolkata the capital city of West Bengal situated on the eastern bank of Bhagirathi or Ganga is also called the 'City of Processions', 'City of Slums', and in the past called 'City of Palaces'. She is still unique, always vibrant and beautiful, thus called the 'City of Joy'. **Kolkata**'s heritage of old buildings and parks is comparable to the finest European cities. But we may be fast losing the public treasures that would have made generations of residents to feel proud about their city. It is time to take a stock of the situation. **Belvedere**, once the winter residence of British Viceroys, today houses the **National Library** in Alipur. It is one of the well-maintained palaces that still exist today. Some buildings and parks officially declared to be part of the 300 year old city's heritage are in urgent need of a face-lift and long-term restoration and maintenance works. It will not do to put the blame on the civic authorities only as the part of the situation has been brought about by indifferent individuals. In Europe and other developed countries, citizens' opinion and active participation through pressure groups have succeeded in preserving their heritage along with the civic authorities. In Kolkata, however, we regularly witness the gradual transformation of old mansions to ruined structures until they are demolished and replaced by modern structures or unplanned constructions. Today Kolkata is a congested city with a overcrowded transport system, polluted air and hawkers and police play an existing game of hide and seek on the footpath every day. In the midst of all these odds Kolkata stands for its contribution to Bengali Culture, and rightfully called the *"Culture Capital"* of India. A visit to India remains incomplete without a visit to Kolkata which attracts a huge number of international and domestic Tourists, and is connected by multi-transport systems to all corners of India. It is also the gateway to North Eastern India.

Conclusion:

- Thus we can conclude that through, creative approach of the process of 'Pro-Poor' Tourism Development Concept, the Tourism Product i.e. the road side local cuisine and handicrafts, can be refined so as to make the product more attractive, useful and convenient for both domestic and international tourists.
- The Vendors should be given adequate marketing and management training, so that they become organized and self dependent in acquiring a better standard of living as a whole.
- The amalgation of all culture and its product being sold to the customers as a whole would in itself sustain the product from further mutation. The unity of all culture in the metropolitan city like Kolkata would definitely show a prism of colors of all parts of India rather than giving rise to destructive culture mutation.
- *Direct selling opportunities for the artisans* so that they get their due worth. If given the opportunities to sell the handicrafts directly to the tourists without any middleman, the total lively hood of artisans can improve. It is also an important resource of our country.
- *Setting of Government Co-Operative for direct export facilities for the artisans:* Giving license to the artisans to export their handicrafts in lieu of easy fees and procedures by the government would help them reach new heights to which India would also be a part. Government can also set up small Co-operatives where these artisans can be educated about the market trend and demands.
- West Bengal Tourism needs fresh trained Tourism professionals who would be understanding the necessity of Pro poor Tourism development and would guide and help the vendors in organizing themselves.
- Political Activities and unionism should be curbed by the government for proper operation of the Tourism department. Such strict rules should be implemented as far as working hours and results of sales are concerned with special boost to those showing proper performances.
- Communication Mix for promoting local cuisine and handicrafts in Kolkata:-

A variety of media can be used for promoting the Local Cuisine and local Handicraft sold by the unorganized sector, viz.

a) *Advertising:* Since advertising involves paid messages in print and broadcast media, it should be very highly targeted and carefully evaluated as to its effectiveness. E.g. the entire product to be launched under an umbrella brand identity, and broadcasted as a webpage containing all the detailed information required on the website of WBTDC.

b) *Public Relation:* It involves communication and community/ industry relation aimed at fostering a profile, positive image and interest in a product or area. E.g. Holding *'Fam Tours'* or organizing special fairs at different cities of the nation etc.

c) *Event Marketing:* Developing and sponsoring events to achieve marketing objectives. E.g. community festivals or fairs mentioned above can be organized at different cities with the aid of sponsors. This will not only reduce the cost but will also attract public attention.

d) *Sales Promotion:* Activity designed to attract attentions and result in sales. E.g. the unit ion of the local vendors would result in sharing of the total cost of production which would enable them to provide more competitive price at a higher quality of product, which as a whole would attract tourist to buy their product.

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Special Mention: In-depth interview was collected from

Eminent food critic and columnist of 'The Telegraph' Mr. Nandan Bagchi.

Assistant Commissioner of Police, Kolkata, Mr. Shashanka De.

Managing Director, WBTDC, Mr. TVN Rao, IFS, India.

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3HS Tourism, An Alternative Approach of Developing Rural Tourism At Kamarpukur: An Empirical Study

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ABSTRACT

This study aims at explorations of rural tourism at Kamarpukur, which acts as an incentive to promote local, socio-economic and cultural changes and lifestyle of the people residing around this tourist location and helps in shaping our non urban society. There is a great scope of rural tourism because every village has its own unique art, culture, folklore, heritage, and lifestyle and so on. This paper attempts to examine the role of 3 'H's tourism (History, Heritage and Handicraft) in the context of rural tourism at Kamarpukur, the holy birth place of Sri Ramakrishna. This paper highlights towards the Poverty mitigation through different Rural Development Project taken by Ramakrishna Mission. For fulfillment of the objectives of this study, observation method and survey method are the main technical tools. The sample size was restricted to 150 respondents of tourists to analyze different patterns of perceptions. It is therefore, suggested that West Bengal tourism in general and at Kamarpukur, in particular, must develop its infra structural facilities and promote its offerings in a sustainable manner.

KEYWORDS: *Rural Tourism, 3Hs (History, Heritage & Handicraft) alternative approach, Non-urban livelihood, Socio-economic pattern, Income generation*

INTRODUCTION

Cultural heritage sites often attract all major attractions, the primary "tourism magnets" is a significant part of developing word, and they eventually attract people to marginal rural areas. This type of tourism contributes to tourism development and the well being of local community and market gets economically developed which in turn paves the way to rural development and contributes to local employment opportunities. It is noted that in order to enrich themselves culturally and religiously, the tourists often visit different cultural Places and pilgrim centers. Change is inevitable with the changes in need, taste, fashion, etc. Traveling from one place to another started taking a shape into business. The credit goes to the Romans, who gave the concept of traveling. This transformation of traveling as a business started taking shape from the 15th century. During the period of 15th to 18th century the concept of excellence of competition was prevalent and this made the people to go abroad in order to enrich themselves in terms of knowledge, ideas, etc. By the 20th century new dimensions came up in terms of infrastructure, scope and ideas. The typology of tourism can be Recreational, Cultural, Adventure/Sports, Health, and Convention. On the basis of region, the types are domestic and international, on the basis of number the types are individual and world and finally on the basis of arrangements the types are independent and inclusive. The World Tourism Organization (WTO) played a major role in the development of Tourism as an industry particularly in the developing countries. World Travel and Tourism Council (WTTC) estimates show that in 2002 travel, tourism and related activities will contribute 11% to the world's GDP, rising to 12% by 2010. The industry is currently estimated to generate 1 in every 12.8 jobs or 7.8% of the total workforce. This percentage is expected to rise to 8.6% by 2012. Tourism is also the world's largest employer, accounting for more than 255 million jobs, or 10.7% of the global labor force (WTTC 2002). In Indian context it was in the Seventh Plan that Tourism was accorded the status of an Industry. A vast potential to earn foreign exchange and generate employment was recognized. Rural Tourism in West Bengal has a great prospect and also has potentiality for the rural economy. Rural Tourism is highly attractive to both guest and host because they would like participating in rural Culture, share the knowledge, ideas and get maximum recreational satisfaction. Re- engineering the basic idea of existing products of tourism, a new thought can be derived to introduce in the new era of tourism market named *"SPIRITUAL TOURISM"*. Rural tourism has become a policy priority with the Central Govt. and State Govt. They have taken a couple of promotional steps for the rural tourism. Fair, festivals, art, exhibition religious retails and performance and presentation attracts tourists for special travel invitation and story of arrangements, Fair, Culture and music are the individual areas of culture which can draw a large number of tourists and provide opportunities for Socio-Economic exchange and Cultural heritage. Cultural and historical heritage sites are the Centre of attraction where people from home and abroad come to visit in and around of Kamarpukur and earn virtue.

OBJECTIVES OF THE STUDY

The main objectives of this study are:

- ✓ To understand the potential of Rural Tourism
- ✓ To figure out the impact of Rural Tourism to our society in general and at Kamarpukur in particular.
- ✓ To find out the perceptions of tourists.

SURVEY OF LITERATURE

According to Lewis, James B. (1998) et.al one of the most popular issues of rural community development and the use of tourism as a tool for that development. There is a good deal of information about rural tourism including economic analysis of tourism, its impacts, and its effect on people. R.N. Kaul (1985) points out that "one of the reasons for travel has been the desire to widen one's knowledge & understanding about other people, place, & countries and study their culture, customs, ways of life & heritage & satisfies ones curiosity about them.

Rajeev Kumar (2008) rural tourism is a subset of tourism that would consist of wide range of aspect such as farm/agricultural tourism, cultural tourism, nature tourism, adventure tourism, and eco-tourism. Any form of tourism that displays the rural life, art, culture and heritage at rural locations, thereby benefiting the local community economically and socially as well as enabling interaction between the tourists and the locals for a more enriching tourism experience can be termed as rural tourism. Rural tourism is essentially an activity that takes place in the countryside. Rural tourism creates experiences for tourist who enjoys locations that are sparsely populated, it is predominantly in natural environment, and it meshes with seasonality and local events and is based on preservation of culture, heritage and traditions. Rural tourism has become quite admirable since the last few years.

According to Negi (1990) the attractions in rural areas Enjoyment of rural scenery, the desire for open space, quiet and peace of mind. Rural sports like hunting, fishing, ethnic attractions like folk life, custom, food, drinks, and festivals. Educational and historical attractions like castles, churches, temples etc. Respondents to an English Tourism Council research project on rural tourism described the concept of rural tourism as 'peace and quiet', 'slower pace of life', 'fresh air', 'non urbanized' and 'lots of space.' This research also stated that rural tourism could encompass 'gentle' countryside (farms, fields, and cows), 'rugged' countryside (moors, hills, and mountains), coastal areas and non-urbanized towns and villages. Vanhoe (1980) noticed, "Five most commonly occurring economic variables affecting tourism demand are income level, population, relative prices, and exchange rate and travel costs."

Briedenhann & Wickens represents that the benefit of tourism is that it is seen as a means of alternative development strategy for economic & social regeneration of rural areas, as a catalyst to stimulate economic growth, increased viability of underdeveloped regions & improve the standard of living of local communities. Hall and Jenkins (1998) suggest that the expansion of tourist flows in rural areas: To sustain and create local incomes, employment and growth, to contribute to the costs of providing economic and social infrastructure, to encourage the development of other industrial sectors, to contribute to local resident amenities and services. To contribute to the conservation of environmental and cultural resources.

According to Lane B. (1994) points out that "rural tourism should be –located at rural areas, functionally rural i.e. small scale enterprises, open space; natural contact, heritage, traditional, societal practices etc; rural in scale; traditional in character; take different forms representing the complex pattern of rural environment, tourists share in village life, and rural villages gain economic and other benefits from tourist activities. As per Annual Report of Ramakrishna Mission and Pallimangal Kamarpukur: 2006-2007 tourism is more labor intensive than other sectors. According to Chakraborty (2007), Tourism services can increase employment, but businesses may target skilled labor elsewhere rather than train local labor from amongst the poor. According to Singh (1994), the interest of tourism and heritage conservation is complementary and thus tourism & culture become partners in the developmental process.

METHODOLOGY OF THE STUDY

This study is based on primary and secondary data. For fulfillment, the objectives of this study observation method and survey method are the main technical tools. The survey instrument included questions on socio-economic aspect like age, sex, education, occupation. Information about the profile of tourism industry included the tourism units (hotel, guesthouse) number of rooms, the number of persons employed, and workers of the locality as well as the profile of tourists were the main elements of the survey. The Sample size was restricted to 150 respondents for empirical analysis. Sources of secondary data collected were legal documents, official statistics, reports, articles, publications and other documents, reports of self-government bodies and organizations websites.

KAMARPUKUR: PHYSICAL SETTING

Lord Sri Sri Ramakrishna (1836-1886) the great religious clairvoyant was born in Kamarpukur in the district of Hooghly in West Bengal, India. Swami Vivekananda the disciple of Sri Ramakrishna had spread the message of his Master in the country and in the western countries, especially in the international congress religion at Chicago, USA. The site of Ramakrishna Mission Kamarpukur where the Mission retains the mud house with thatched roof is the Holy Birth place of Sri Ramakrishna and the centre was affiliated to its Headquarters at Belur Math, Howrah India. This Holy Place turns into a pilgrimage as well as a tourist destination. Kamarpukur is situated in the extreme West of Arambag Sub-division of Hooghly District, West Bengal in India with Bankura district in the West and Burdwan in the North. It is surrounded by three rivers like the Damodar, the Kansabati and the Darakeswar. Considering its geographical location and historical importance, Kamarpukur has taken a vital position in the road map of rural tourism in West Bengal. Although this tourist spot is of religious importance, it nature – lovers' paradise as if Garh Mandaran, Jilimili, Susunia and Mukutmanipur are located in crow's flight from tourists' main destination of Kamarpukur. In other words, it may be said that the tourists visit Kamarpukur for religious purpose and thereafter cover the neighbouring tourists locations in one go.

As per 2001 Census Report, Kamarpukur is spread over of 190.30 sq. kilometers with total population of 1, 43,359 with 54,380 people from backward community. Density of total population is 754 per sq. kilometers. Out of 190.30-kilometer area 14.84 hectors are cultivable land. Therefore, local population cannot solely depend upon agriculture as the primary source of income. Therefore, a large number of populations depend upon secondary source of income through local tourism and handicraft industry catering to needs of the tourists.

TOURISM POTENTIALS : HISTORY, HERITAGE AND ITS SIGNIFICANCE

Tourism in and around Kamarpukur, West Bengal, India is concentrated on 3 'H' of tourism. 3 'Hs' Tourism has been found from the empirical study at Kamarpukar are: 'History', 'Heritage', and 'Handicraft' and these 3 'H's are avidly encouraged by the policy maker. Development of tourism industry in and around Kamarpukur is seen as desirable and relatively cleans. 3 'H's of Tourism brought in benefits of seeking visitors, exchange of finance, local employment, and rural development i.e alternative sources of income of the locals. Over the last decade, Kamarpukur is 3 'H' tourism turnabouts a growing tourism destination in the cultural heritage uniqueness which played a vital role in the development. The result in vibrant tourism option combing its rich History, Heritage and Handicraft evolved into a destination for "Rural Tourism". The primary interest of the tourist is to visit Kamarpukur with the beauty of the nature and evergreen atmosphere as well as spiritual refreshment. The village of Kamarpukur is on the North West of Hooghly. It is the meeting point of two districts Bankura and Medinipur (E/W), the village Kamarpukur consists of 3 Villages: Sripur, Kamarpukur and Mukundapur. It has the History in the past .Its name was Sukhlalgang. Dhonikamarni the foster mother of Sri Ramakrishna Dev was the native of this village. A great man named Manik Raja digged a tank for the benefit of local villagers. Most of the Predecessors of Dhoni family were engaged in digging the tank .The tank became popular as tank of the "Kamars" .At last it was named as Kamarpukur. The name Sukhlalgang ceased to exit.

- ✓ ***Sri Ramakrishna's Living room:*** Sri Ramakrishna's living room is presently an integral part of the temple. Sri Ramakrishna used to stay in south facing hut situated at the western side of the premises which is presently being used as a part of Shrine Ramakrishna.
- ✓ ***The Temple of Sri Raghuvira:*** This also was previously a small hut facing east. It has floor and walls of mud and a roof of straw. The present temple has been constructed exactly on the same spot with the same dimension. In it, the Salagrama Sheela (round stone emblem) of Raghuvira (Rama), the earthen jar representing Goddess Sitala, the Rameswara Sivalinga, and image of Gopala and the Salagrama Sheela of Narayana are worshipped everyday.
- ✓ ***Yogi's Siva Temple*** : It is situated to the north of the resident of Sri Ramakrishna. In front of the temple his mother had a divine vision. While speaking of Dhani, she suddenly saw a beam of celestial light which emerged from the image of Siva, filled the temple and swiftly entered her body. When she regained consciousness, she felt that the light was still in her womb, and that she had conceived. As a result, Sri Ramakrishna was born.
- ✓ ***The primary School*** : The school was held in the spacious natmandir in front of Sri Durga Temple of Lahas house. Gadadhar also joined this School at the age of five. In a short time he learnt to read and write, but soon his interest flagged off and he developed a tendency to get merged in ecstatic moods at the sight of beautiful scenery or at the contemplation of particular deities. The boy liked the recital of the Puranas and the performance of village dramas more than his school lessons. He had a great dislike for arithmatic. Though he made no appreciable progress in his studies, his handwriting was good. The plays of Subahu and Yogadya which Gadadhar copied are still preserved in the Belur Math.
- ✓ ***Palace of Manik Raja:*** Manik Chandra Bhandyopadhyaya of Bhursubo Village was renowned in the area for his great benevolence, and so he becomes known as Manik Raja. To the West of Bhutir Khal he reared an extensive mango grove for the public. His garden became the play ground of Gadadhar and his friends. Now and then they would run away from school and would go to this secluded place and engage them in performing drams, which they might have seen earlier. In these, Gadadhar took not only the role of the hero but also directed the performance. Men and women passing by or the peasants engaged in cultivation nearby, were astonished to see his memory and were also charmed at his skill in acting. There are many other incidents mentioned in Sri Ramakrishna Lila-Prasanga about the intimacy of Gadadhar with Manik Raja.

TOURISM INFRASTRUCTURAL FACILITIES

At Kamarpukur the whole Population is maintained by various beliefs and faith. The place has an unique religious and cultural atmosphere. The villagers of Kamarpukur, are of the opinion that tourism industry is an economic source which is lucrative. The local people during the festival of Sri Ramakrishna's birthday mela & during Durga puja earn cash a lot. Math takes initiatives every year during those festive occasions. Ramakrishna, Sarada Devi and Swami Vivekananda influence much of the cultural life of local population during traditional Hindu festivals. The local population as well as domestic and international tourists visit Kamarpukur on these occasions not only to enjoy the religious activities in rural environment but also to have a taste of Cultural heritage of this tourist destination. This provides an opportunity to local people to display and sell their handicraft to the tourists with a view to earning their livelihood. In order to accommodate the tourists for their brief stay at Kamarpukur, Ramakrishna Mission runs two guesthouses. There are private hotels and restaurants at Kamarpukur, who take care of a large number of tourists. Because of seasonal tourism, local people get the scope to earn more through the supply of food, providing transport facility and selling their handicraft to the tourists. The villagers of Kamarpukur are of opinion that tourism industry is a lucrative source of their income. The Ramakrishna Tourism can also support local culture in rural areas by encouraging restoration of local and regional historic sites. In addition, tourism, which is generally considered a relatively clean industry, may foster local conservation of tourism elements.

Table 1 : Tourism infrastructure at a glance

Items		**Kamarpukur**
(i)	Guest House / Lodge (a) Under Mission Authority (b) Private	 2 8
(ii)	Hotel	7
(iii)	Snack Shop	5 to 7
(iv)	Rental Car	35
(v)	Rickshaw Puller	45
(vi)	Van Rickshaw Puller (with Motor)	50
(vii)	Shops of Private Concern Selling Photos, Bags etc	12
(viii)	Tourist Police	10 (Depend on Tourist)
(ix)	Hospital / Dispensary	1 (Hosp.)
(x)	Over head Tank	1
(xi)	Rest house	3
(xii)	Shop Outlet under R.K.M	3
(xiii)	Tourist Arrival	2500 (Approx) in off season weekly. 22,000 (Approx) in Season
(xiv)	Car Parking	Under Construction
(xv)	Children Park	1

Source: Data Collected by Survey Method

Ramakrishna Mission possess relatively two big guesthouses for Pilgrims who wishes to spend their spiritual holidays for a few days. For accommodation one requires to contact the Math Authority for booking and reservation. There are three, four and five bedded rooms with or without attached baths. Side by side, some private lodge, hotels and restaurant are near by the math and around Kamarpukur. When over -crowded at the time of celebration, tourists stay in such lodge cum hotels. As an impact of tourism, it has been observed that tea stall, fast-food centre, rickshaw puller, STD shops, sweet shop owner etc are benefited due to tourist inflow and as a result they are able to earn a lot of cash from tourists. At the time of Prayer. Kamarpukur Mission authorities provide police and securities for maintaining discipline. Van Rickshaw, Rickshaw and rental Car available for sight scene. Medical facilities are also provided in the emergency case. Besides, there are other facilities like Medical aid, medicine shops, laundry facility, banking services and Travel agents available to fulfill tourists' needs. With regard to tourism, Kamarpukur faces two important problems every year. On the one hand due to lack of infra-structural facilities as indicated in the above table, tourists visiting the place during two particular occasions do not get adequate facilities for accommodation on the other hand, during the rest of the year due to lack of tourists, neither the Government, nor RK Mission nor private investors are interested to develop boarding, lodging and other infra-structural facilities at Kamarpukur.

IMPACT OF TOURISM ON SOCIO ECONOMIC CONDITION

Availability of limited agricultural land and high density of population at Kamarpukur, as enumerated earlier, the population cannot depend on agriculture alone. They need to explore their potential for handiwork, which has a tremendous potential for growth if tourism is promoted, and it becomes perennial in nature in this tourist location. It will certainly improve socio-economic life of local people of Kamarpukur. Tourism can offer rural resident business opportunities in activities that cater to the tourist trade. Such locally operated businesses, which may be seasonal, can provide local residents with valuable opportunities to develop business skills and can give local craftsmen, farmers, and food processors, among others, outlets to sell their products to local retail establishments. Parallely, we observe that handicraft of Kamarpukur, and neighbouring villages are very rich. As we observe that gradually the tourism activities are improving , some rural development projects of "Ramakrishna Mission Pallimangal" are gathering momentum. Handicraft is one of the 'H' among 3H's. Handicraft of Kamarpukur and neighboring villages are very rich. The existing small-scale industries, which need to be nurtured with contact of rural tourism, can be mentioned below:

- ✓ ***Jute Handicraft Unit*** : Since 2001 -02, Jute handicraft units producing about 35 jute items for domestic usages have come up in Pallimangal centre providing employment to 75 poor and destitute village women who earn in the range of Rs. 4000 – 9000 per month. Although the number of people and earning per head are both insignificant, but they are worth mentioning due to the effort on the part of non-governmental agency i.e. Ramakrishna Mission.
- ✓ ***Weaving Project Unit: Women*** workers at Kamarpukur are doing handloom weaving and stitching of garments. Ramakrishna Mission has opened at Nakunda under Pallimangal Weaving Project in 2010 providing job opportunity to 33 poor and destitute women who earn in the range of Rs. 2700 – 5000 per head per month.

✓ ***Incense Stick Unit:*** *In* 1980, the Pallimangal centre promoted this cottage industry, which provides self-employment to about 30 persons whose monthly income, is in the range of Rs. 4000 – 7000 per head per month.

✓ ***Mini jute Spinning Unit:*** The Unit was established during the year 1987 as a pilot project in collaboration with Jute Technological Research Laboratories (Now NIRJAFT) Dept of Science & Technology Government of India & Govt of West Bengal. Average earning of a worker is Rs 5000. This unit was under taken by pallimangal during its inception in 1980.

✓ ***Food Processing Unit:*** Promoting Cottage industries with available resources, minimizing wastage of perishable fruits and Vegetable, helping the farming community. Pallimangal started the Programme in the month of June 2002. Now 19 varieties of products are processed from different fruit and vegetables.

Weaving Unit Incense Stick Unit Food Processing Unit Jute Handicraft Unit

These products are sending to different destination for selling purpose. Greater exposure and interaction with different customers and artisans' pallimangal has participated at Paschim Banga Rajya Silpa Mela near Science City, Kolkata as special sales counters were launched at Cossipur Math, Barasat Math and Yagodyen Math on various festive occasions like Kalparataru Utshav and Annual celebration.

SAMPLE SIZE

A sample of 150 respondents was contacted conducted. The questionnaires were developed with open-ended and close-ended questions. The questionnaire was personally administered with the respondents. The research questionnaire developed for this analysis included questions pertaining to demographic factors like age, sex, education, marital status etc. The potential of tourism in Kamarpukur include Rural Tourism, Heritage Tourism, and Religious Tourism broken down into different segments.

Table 2 : Demographic profiles of respondents

Demographic Characteristics	No of respondents	Percentage of respondents
Sex		
Male	85	83.33
Female	65	16.67
Age		
Less than 25	40	26.67
25 – 35	46	30.67
Above 45	64	42.66
Marital Status		
Single	50	33.33
Married	100	66.67
Occupation		
Businessmen	25	16.67
Servicemen	40	36.67
Professional	55	26.66
Students	30	20.00
Income (Rupees)		
Less than 15,000	35	23.33
15,000-45,000	50	33.33
Above 45,000	65	43.34
Length of Stay		
Less than 5 days	35	23.33
5- 15 days	55	36.67
Above 15 days	60	40.00

Source: Data collected from field survey

EMPIRICAL FINDINGS:

On the basis of above data the following results clearly emerge:

Figure 1 : Awareness of Rural Tourism, Heritage Tourism, Religious Tourism

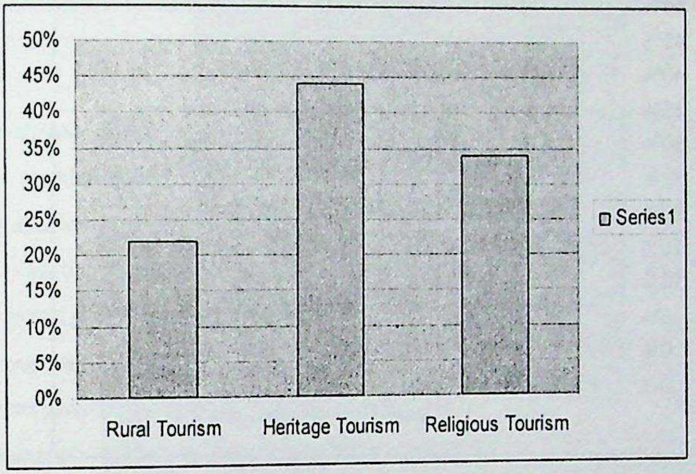
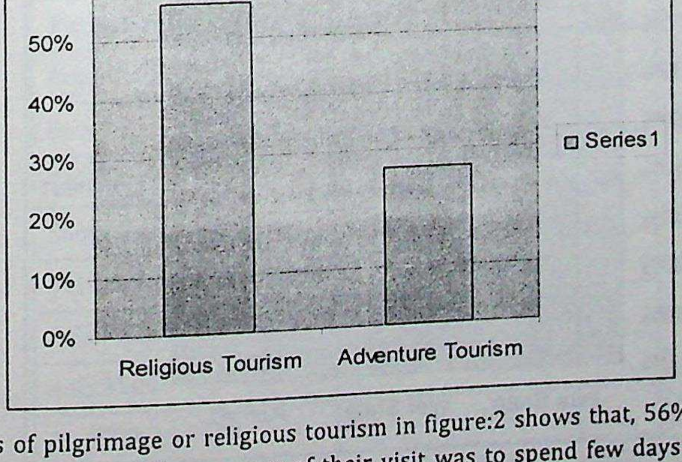


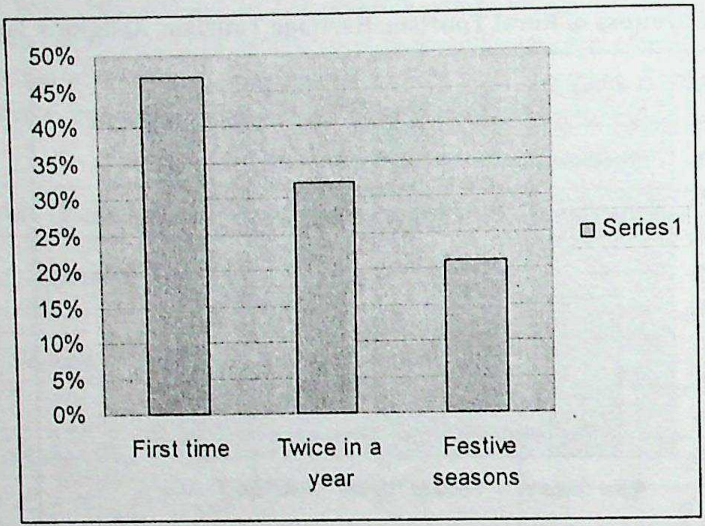
Figure: 1 depicts that only 22% aware about rural tourism and 44% know about Heritage tourism. 78% respondents are interested to know about rural tourism and they agree that rural tourism is a vital key factor for development of rural socio-economic condition.

Figure 2 : Age wise Pattern of Tourists preference



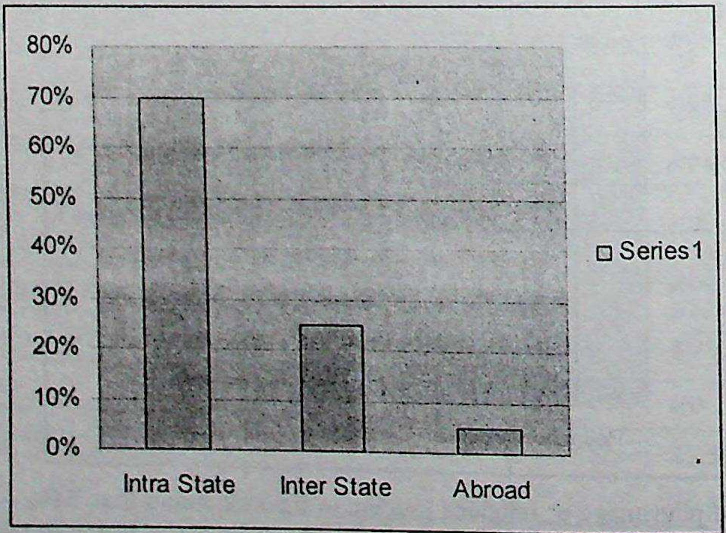
On the basis of pilgrimage or religious tourism in figure:2 shows that, 56% respondents were 50 years and above .The purpose of their visit was to spend few days for peace full environment, pollution free environment, etc. 27% respondents were college students and middle age respondents i.e. 18 to 30 years. Out of that 20% respondents were interested in different adventurous activities' water rafting, fishing, hunting, cycling, bush walking.

Figure 3 : Frequency of visit at Kamarpukur



Based on frequency of the visit at Kamarpukur 47% respondents had visited for the first time, 32% had visited twice in a year, while the remaining 21% visited only in the festive seasons such as Durga festival, Ramakrishna's birthday, and Kalpataru festival

Figure 4 : Tourists inflow from intrastate, inter state & abroad



The above figure, in this study area is dominated by intrastate tourists with 70%. Only 5% tourists are from abroad. A majority of the intrastate tourists visiting the study area from Burdwan, Kolkata, South and North 24 Parganas, East & West Midnapore and Bankura

Districts. In case of inter state tourists Bihar, Jharkhand; Orissa is 10% while Delhi, Mumbai and Chennai are 8%. Tourists from Western part of India are very negligible. In case of repeat visitors among interstate are relatively lower 7%.

Figure 5 : Distribution of Respondents According to different Districts of West Bengal

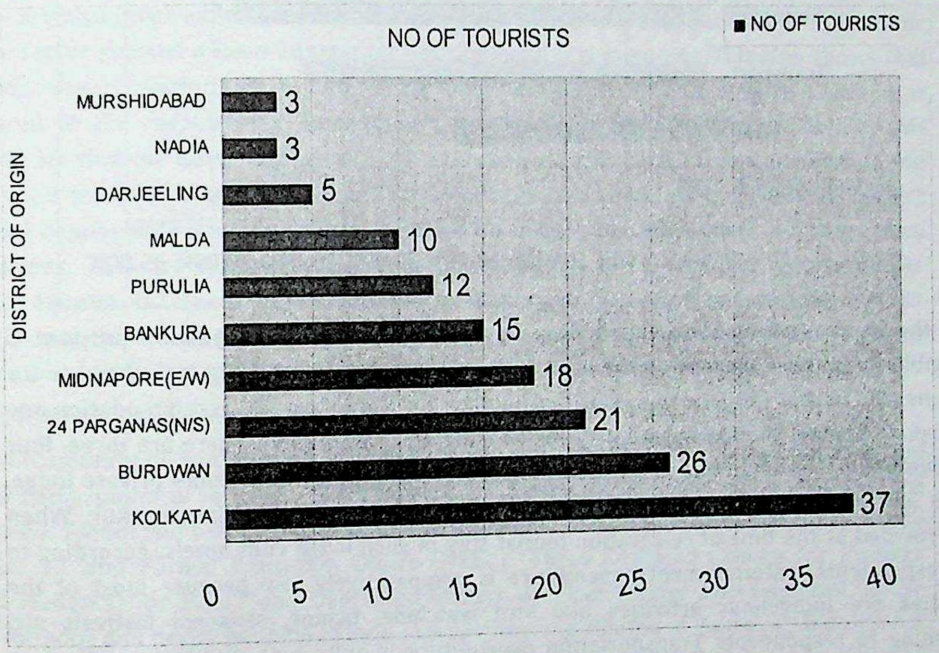
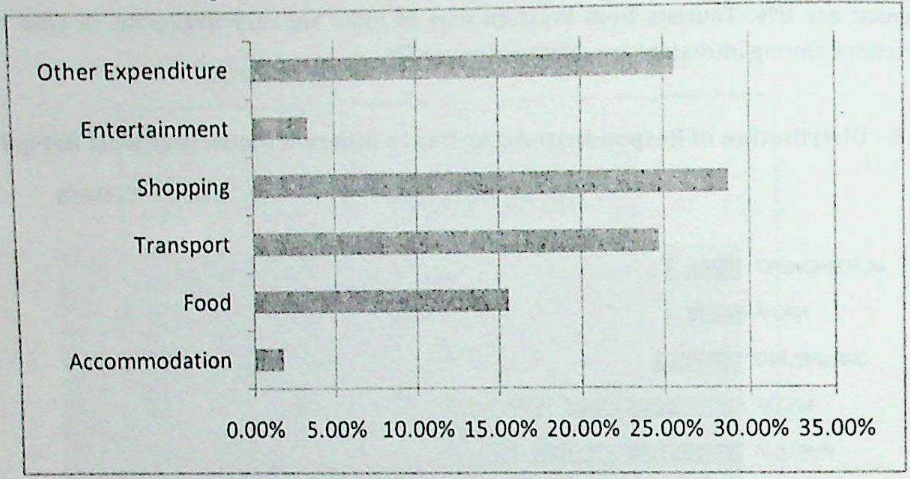


Table 3 : Respondents' Expenditure Pattern Table: 4 Range of Expenditure Pattern

Pattern of Expenditure	% of Expenditure
Accommodation	1.80%
Food	15.60%
Transport	24.70%
Shopping	28.80%
Entertainment	3.40%
Other Expenditure	25.70%
< Rs.3500	40%
Rs.3500- Rs.5500	35%
Rs.5500- Rs.7500	20%
Rs.7500 above	5%

Figure: 6 Expenditure Pattern



On the basis of above data expenditure in the account of accommodation purpose is negligible because Ramakrishna Mission possesses relatively two big guesthouses for Pilgrims who wishes to spend their spiritual holidays for a few days. For accommodation one requires to contact the Math Authority for booking and reservation. There are three, four and five bedded rooms with or without attached baths. Side by side, some private lodge, hotels and restaurant also are built near by the math and around Kamarpukur. When overcrowded at the time of celebration tourist stay in such lodge cum hotels. According to the respondents, entertainment expenditure is comparatively low because most of the activities are indigenous activities like bird watching, fishing, seasonal festivals etc. According to respondents Transportation expenditure is quite high due to long distance from Kolkata and different pattern of vehicle owners charges high rate from visitors.

Table 4 : Pattern of Tourists Involvement

Occupation	Sub-Division of Occupation	% of Involvement
Business		
	Small Businessmen	30
	Corporator	15
Servicemen		
	Private	25
	Government	15
Professional		
	Doctors	20
	Teachers	26
	Others	09
Students		10

The above table shows the involvement of the respondents according to their occupation. A survey conducted on 150 respondents ascertains the contribution of tourism in the community development for economic growth. Out of 45% respondents, 15% were found big businessmen. They offer their full support to community development. They donate a lump sum amount in different welfare activities like for hospitals, dispensaries, and rest houses and so on. Rest 30% small businessmen were found to visit this destination, as well as they are also involved in some business activities. Out of 40% respondents, 25% from the private sector showed a keen interest for development of community. This also shows that the respondents working in private sector visit this destination in a large number as compared to the respondents involved in Government Sector. The reasons behind this shortfall are that the Govt. employees get free accommodation,, huge travel allowances and many other facilities from the Govt. and so they prefer to visit different urban areas where they feel comfortable and spend their holidays luxuriously. In the context of professional occupations, 26% are teachers, 20% are doctors and 9% are from other categories like singers, dancers etc. Such respondents were found to be dedicated and regular visitors. Sometimes they directly participated in community building by rendering various services like one who was a doctor offered free treatment to the sick while the teacher tutored.

IMPACT ON RURAL COMMUNITY:

The Community of Kamarpukur is well cultured and educated. Educational status in and around Kamarpukur in very rich. There is one Boys' School under R.K.M, ne Girls' School and One Co-Ed. School and two Colleges under The University of Burdwan at Kamarpukur. There has also 13 Non Formal Education Centre (NFEC) (Three Coaching Centers for Primary School Students) for SC, ST and Depressed Classes. Medical Service also rendered by the R.K.M for poor and needy patients of local and neighboring villages of Bankura, Medinipur & Burdwan districts. Eye Core Unit & National Blindness Control Program, National Tuberculosis Control Program, National Leprosy & Elimination Program, Child Nutrition Program (Aug. 36 Children per day were provided like milk powder, Biscuits, Sweets distributed), Regular Mobile, Medical Services at free of Cost is being continued since 1980 in and around different villages of 3 Gram Panchayet 72 Districts of Hooghly & Bankura. Again more than 196 medicinal plants collected from different regions of the country are being cultivated around the Halder Pukur tank which named 'Gadadhar Herbal Resource Garden' established in 2005-2006 to make people aware the importance of cultivation of medical plants for the use of domestic health remedy. Therefore, a large number of populations depend upon secondary source of income through local tourism and handicraft industry catering to needs of the tourists. Ramakrishna Mission and Ramakrishna Math Kamarpukur include different developmental activities are as follows:

- ✓ Promoting and preservation of ancestral home of Sri Ramakrishna
- ✓ Integrating Rural Tourism and Spiritual Tourism
- ✓ Human Resources Development and Capacity building
- ✓ Providing quality education through multi purpose schools, library, hostels, audio visual and computer training programme
- ✓ Health care facilities through its Allopathic dispensaries along with Ayurvedic and Homeopathic way of treatment.

- ✓ Mobile health care services
- ✓ Sustainable livelihood promotion program through micro enterprise development among rural poor- The Palli Mangal
- ✓ Better environmental program with herbal garden and solar light system

Table 5 : Issues and Challenges of Kamarpukur tourism in the context of Livelihood

	ISSUES	CHALLENGES
Food & Security	• Cash earnings (particularly pro-poor) • Better collective resource management	• Wild life affected the agriculture • Lost access to veld foods
Capital needs	• Earning opportunities from employment, casual sale enterprises & community contracts	• Requirements of funds
Empowerment	• Stronger social & human capital engagement • Confidence to handle challenges • Recognition of the community	• Conflict within & between communities • Imposition of developments by outsiders • Lack of proper training • Poor infrastructure.
Economic Issues	• Uplift SHG • Demand of services and goods increase • Technological up gradation in agricultural activities • Businessmen benefited	• Local artisan not promoted due to proper marketing • Rural people may be under paid.

CHALLENGES AND RECOMMENDATIONS

CHALLENGES

There are few vital negative impact or Challenges which affect the places as well as environment, natural resources and both tourists and local peoples.

- ✓ ***Underdeveloped People:*** The Vast majority of local people in and around Kamarpukur are uneducated and they are bounded by the traditional values as well as typical superstition. As a result the flows of life of such villagers of locals are very slow and they do not like to change their way of living and thinking.
- ✓ ***Lack of Sufficient Accommodation:*** During the mass tourism at the time of Tithi Puja of Sri Ramakrishna, Sarada Ma and Vivekananda Guest houses / hotels are not sufficient for accommodation of tourists.
- ✓ ***Lack of Physical & Communication Infrastructure:*** The roads in and around

Kamarpukur are mainly in bad shape and get worse in rains. Such road condition stands in the way of tourism development. This is a vital problem. Nearly half of the villages in and around Kamarpukur are not ready for all weather roads. Bhursubho village roads, Derepur Village roads are turned into the bad condition at rainy season due to heavy rainfall it is an obstruction for development of tourism.

- ✓ ***Language Problem:*** The locals cannot communicate with the tourists fluently as they do not know Hindi, English well.
- ✓ ***Lack of Awareness of Locals about Historical Places and Events:*** Most of the villagers / residents are not aware of the historical importance of the place, due to poor basic education.
- ✓ ***Lack of Trained Guide:*** Guide plays an important role to attract tourists. But in and around Kamarpukur there is no trained guide.
- ✓ ***Dirty Tourism:*** Garbage cleaning programmes take place during festivals. But those programmes are not enough to boost up tourism in the place.

RECOMMENDATIONS

Tourism is one of the booming fastest growing industries now a day. Side by side it helps to improve or flourish the Socio Economic Factor and Cultural factors. Some policy prescriptions are given in the context.

- ✓ Local authorities should have to provide a legislative frame work to regulate tourism.
- ✓ Govt. should do something for the improvement of the village road.
- ✓ Multiple information service must be provided such as established 'Tourism Information Centre' and local educated youths should be hired as a guide those who know Hindi and English.
- ✓ To build more guest houses/hotels for accommodation of tourist at the time of Mass Tourism.
- ✓ So many heritage architectural sites are in ruined condition (Manik Rajas Palace), so it should be taken over & maintained both by R.K.M authority and local Govt.
- ✓ Re-engineering the New Technology.
- ✓ Organize Silpa Mela, Exhibition, Travel Fairs in Calcutta and other major cities of India.
- ✓ Hotel should build in a planned way.
- ✓ Local authority should do something for development of drainage system.

CONCLUSION

In the conclusion, we can say that, the Social significance of heritage lies in its association with identity: it is fundamental in helping individuals, communities. In and around of Kamarpukur of Hooghly district the custodian of religious heritage sites constitutes a key element in defining their Socio Cultural identity. Interest in cultural heritage emerged as a tourist attraction during the 1990's and was emerged as an important economic asset and a mechanism to preserve ethnicity. History and its tangible markers in the form of buildings, Cemeteries, folk music, literature, Culture has quietly survived for centuries. This study reveals that Kamarpukur has a great prospect as a rural tourism destination as well as pilgrimage tourism. The interest of tourism and history, heritage and handicraft conservation is complementary and thus tourism & culture become partners in the developmental process. It can be said that rich traditions of religious tourism, India can emerge to be a promising destination for modern tourism. Rural tourism will emerge as an important key factor for sustainable human development, including poverty alleviation, employment generation, environmental regeneration and development of remote areas and empowerment of women. This paper recommends that Government as well as private agencies including NGOs intending to promote rural tourism in the state of West Bengal, India to ensure sustainable economic development and positive social change in this particular destination should come forward.

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Impact of Demographics on Hospitality Experience of Consumers

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ABSTRACT

The objective of this paper is to find out difference in perception of experience for Chokhi Dhani due to demographics. Age and gender were analyzed with the help of Mann-Whitney U-test. The results suggest that the perceptions do not differ significantly on the basis of gender. The difference is significant only in respect of one attribute, thus indicating homogeneity of perceptions across genders. Only for four attributes perceptions vary by selected age groups. And, for other attributes perceptions do not differ significantly on the basis of age groups. Hence, demographic variables like, age and gender hardly contribute towards difference in perception for chokhi dhani.

KEYWORDS : *Demographics, Hospitality Experience, Consumer Behaviour*

INTRODUCTION

The buying pattern of Indians has undergone a drastic change in past few years. The reasons include higher exposure to media, changing lifestyles, working women concept, increasing nuclear families, increased pressure on time. Increased disposable income due to rising family incomes in India has impact on consumers' spending pattern involving food. McKinsey Global Institute (2007), analysis shows that if India continues on its current high-growth path, over the next two decades the Indian market will undergo a major transformation. Income levels will almost triple, and India will climb from its position as the twelfth-largest consumer market today to become the world's fifth-largest consumer market by 2025. Dining out, which was considered rare in Indian culture and was restricted to elite class only is now getting pace. According to Roseman (2006), eating-out trend is similar to world at large like increasing pattern of more women working outside the home, busier lifestyles and more disposable income. Other reasons are; convenience, social gatherings, celebrations, long lasting experiences and escape from daily routine life.

Customers are looking for opportunities and experiences that make their lives happier, richer and more rewarding (Lewis and Chambers, 1998). The trend for eating out more often will continue and even accelerate (Kendall, 2000). Out–of–home dining is getting high popularity and it is demanding its air share of the pie in a spiced-up economy (Upadhyay et al., 2007).

The Indian hospitality sector has been undergoing a phenomenal growth. The eating out industry in India is worth Rs 30,000 crore. Branded players form about 5% of this (The Economic Times, 21 Jun, 2009). According to a research project conducted by Federation of

Hotel and Restaurant Associations of India (2005) eating out has emerged as a trend in 10 million households in India whose household income is on an average Rs. 46,000 per month. According to Datamonitor (2009) analysis, the Indian hotels and motels industry generated total revenues of $5.6 billion in 2008, representing a compound annual growth rate (CAGR) of 13.3% for the period spanning 2004-2008. The domestic consumer segment proved the most lucrative for the Indian hotels and motels industry in 2008, generating total revenues of $3.2 billion, equivalent to 57.8% of the industry's overall value.

The capital city of Rajasthan is popular for its tourist spots. Amongst all tourist spots Chokhi Dhani is the main attraction for tourist as well as localities. Chokhi Dhani has evolved as resort depicting Rajasthani heritage and lifestyle. Live dance, music performance, magic show, puppet show, fortune teller parrot, and acrobatics on a bamboo without the protection of a safety net beneath provide unique entertainment to visitors. The artificial forest with roar sounds of animals and tribes, boating, horse riding, camel riding, elephant riding rejuvenate to all.

Rajasthani hospitality, entertainment, food, shopping, recreational activities and ambience make this place an unavoidable choice. It is a place for a perfect excursion, vacation or a business meeting or a royal wedding. It has multiple facilities with the objective of making a guest's stay a memory. Its quest for continuous improvement in terms of quality services & standards assures the guests that their comfort is in right hands. Chokhi Dhani Resort, literally meaning the "Fine Hamlet", is a 5 star ethnic village resort - the only one of its kind in the country.

The objective of this paper is to find out difference in perception of experience for Chokhi Dhani due to demographics.

LITERATURE REVIEW AND RESEARCH HYPOTHESIS:

Gender, age, income and occupation are relevant units of analysis in market research as they have impact on consumer behavior. Researches have shown that individual customer differences (e.g., gender, age, income and occupation) are significant determinants of the mean level of satisfaction, experience, and purchase decision. The role of gender and age as a determinant of consumer behavior has long been the focus of consumer research (Engel, Blackwell, and Miniard, 1995). Men and women, for instance, differ in their concern for physical attractiveness, striving for financial resources and risk-seeking, and response to sexual stimuli (Saad and Gill 2000). These fundamental differences are supposed to guide consumption related behavior. Gender may have impact on perceptions of interaction quality, physical environment quality, outcome quality and systems quality due to gender role socialization, decoding ability, differences in information processing, traits, and the importance placed on core or peripheral services (Dittmar et al. , 2004; Mattila et al. , 2003).

Individual's experience varies with age. It is a powerful determinant of consumer behavior which affects a variety of consumer states including interests, tastes, purchasing ability, political preferences and investment behavior (Neal et al., 2002). According to Callan and Bowman's (2000), mature travelers (over 55 years of age) were a discerning group that held high expectations for hotel service quality and placed more importance on value for money than actual price or discounts indicates that there may be age differences in perceptions of service quality. Older customer may have more consumption experiences than younger customers and may have another comparison standard regarding product or service evaluation (Matzler et al., 2008). Older customers process less information (Gilly and Zeithaml 1985) and rely more strongly on heuristic or schema-based forms of processing (Wilkes 1992).

Several research studies have been conducted on various aspects of restaurant industry to understand consumer behavior in various parts of the world (Auty, 1992; Kivela et a., 2000; Kivela, 1997). Kivela, et al. (1999) studied difference in ratings of restaurant attributes based on demographic characteristics of respondents.

Most of the studies focus on finding attributes that are important for restaurant selection and difference in preference due to demographics. But few researches have focused to understand difference in perception of hospitality experience due to demographics. This research paper aims to fill this gap and tries to find out difference in perception of experience for Chokhi Dhani due to demographics.

On the basis of literature reviewed following hypotheses are framed to put to test:

Null Hypothesis 1(H0): people do not differ in rating attributes in hotel experience when they belong to different gender.

Alternative Hypothesis 1 (H1): people differ in rating attributes in hotel experience when they belong to different gender.

Null Hypothesis 2(H0): people do not differ in rating attributes in hotel experience when they belong to different age groups.

Alternative Hypothesis 2 (H1): people differ in rating attributes in hotel experience when they belong to different age groups.

METHODOLOGY

The study is descriptive in nature. The sample of the study is non-probabilistic convenience sample comprising 131 respondents, 64 male and 67 females. Respondents from Rajasthan were asked to complete structured questionnaire who visited to chokhi dhani in last three months. These respondents have visited to chokhi dhani for excursion. The demographic profile of the sample is given in table 1. Attributes included in questionnaire are included on the basis of review of literature and focus group interview.

Table 1: Demographic profile of sample

Characteristic	Frequency	Percent
Gender		
Male	64	48.8%
Female	67	51.2%
Total	131	100%
Age		
15-25	84	64.1%
Above 25	47	35.9%
Total	131	100%

Attributes used in questionnaire were evaluated on 5-point bi-polar type scales (1= strongly disagree and 5= strongly agree). The respondents were asked to select a rating of 1 to 5 for each attribute based on their perception after availing the services of Chokhi Dhani. Statistical package for the Social Sciences (SPSS) 13.0 for windows was used for analysis of data.

ANALYSIS OF DATA AND RESULTS

To establish the internal consistency, Cronbach's alpha value for reliability was calculated for the eleven Items and it was found 0.868. All items were above 0.70, which may be considered as reliable (Nunnaly, 1978).

Effects of demographic variables; age and gender on service attributes were tested through non-parametric tests. Age and gender were analyzed with the help of Mann-Whitney U-test.

Mean ranking for male and female regarding selected attributes for chokhi dhani are shown in table 2. For exciting experience, mean rank for females is higher (73.60) than mean rank for males (58.04), indicating that females scored higher than males. The p value (p=.011) is less than .05 (p<.05) and indicates that null hypothesis1 is rejected and alternative hypothesis is selected for this attribute. So we can conclude people differ in rating attribute 'exciting experience' in hotel selection when they belong to different gender. For remaining 10 attributes p value is more than .05, so we don't have any evidence to reject null hypothesis.

Table 2: Mann- Whitney U Test- Significance of difference between males and females regarding their perception of selected attributes

	Gender	N	Mean Rank	Mann-Whitney U	Asymp. Sig. (2-tailed)
Reliable service	male	64	63.95	2013	0.516
	female	67	67.96		
	Total	131			
Good Quality of food	male	64	63.34	1973.5	0.396
	female	67	68.54		
	Total	131			
Good Ambience	male	64	64.21	2029.5	0.562
	female	67	67.71		
	Total	131			
Enjoyable experience	male	64	59.86	1751	0.053
	female	67	71.87		
	Total	131			

	Gender	N	Mean Rank	Mann-Whitney U	Asymp. Sig. (2-tailed)
Exciting experience	male	64	58.04	1634.5	0.011*
	female	67	73.60		
	Total	131			
Pleasurable experience	male	64	60.64	1801	0.09
	female	67	71.12		
	Total	131			
feel good factor	male	64	61.63	1864	0.162
	female	67	70.18		
	Total	131			
Good hospitality	male	64	64.23	2031	0.575
	female	67	67.69		
	Total	131			
Fairly priced service	male	64	60.14	1769	0.069
	female	67	71.60		
	Total	131			
Convenient location	male	64	63.71	1997.5	0.468
	female	67	68.19		
	Total	131			
Convenient purchase	male	64	68.33	1995	0.47
	female	67	63.78		

**mean rank difference is significant at 0.05 level.*

Table 3 indicates mean ranking for different age groups regarding selected attributes for chokhi dhani. For reliable service, good quality of food, good hospitality and convenient purchase, p value is less than .05 where p value is .000, .009, .007 and.036 respectively. It indicates that null hypothesis1 is rejected for these attributes. It can be concluded that for these attributes (reliable service, good quality of food, good hospitality and convenient purchase) there is significant difference between different age groups. For remaining 7 attributes p value is more than .05, so we don't have any evidence to reject null hypothesis.

Table 3: Mann- Whitney U Test- Significance of difference between age groups regarding their perception of selected attributes

Attributes	Age	N	Mean Rank	Mann-Whitney U	Asymp. Sig. (2-tailed)
Reliable service	15- 25	84	74.12	1292	0.000*
	above25	47	51.49		
Good quality of food	15- 25	84	71.99	1470.5	0.009*
	above25	47	55.29		
good ambience	15- 25	84	69.70	1663.5	0.101
	above25	47	59.39		
enjoyable experience	15- 25	84	70.12	1628	0.076
	above25	47	58.64		
exciting experience	15- 25	84	69.74	1660	0.103
	above25	47	59.32		
pleasurable experience	15- 25	84	69.96	1641	0.086
	above25	47	58.91		
feel good factor	15- 25	84	69.96	1641	0.083
	above25	47	58.91		
good hospitality	15- 25	84	72.16	1456	0.007*
	above25	47	54.99		
fairly perceived price	15- 25	84	66.80	1907	0.735
	above25	47	64.57		
Convenient location	15- 25	84	70.00	1638	0.083
	above25	47	58.85		
convenient purchase	15- 25	84	74.85	1558	0.036*
	above25	47	61.05		

*mean rank difference is significant at 0.05 level.

DISCUSSION AND CONCLUSIONS:

The purpose of study was to understand the difference in perception of hospitality experience due to demographics. This was done by assessing whether persons from different age groups differ in their perception of hospitality experience and whether persons belonging to different gender differ in their perception of hospitality experience.

The results suggest that people differ in their perception of hospitality experience regarding attribute 'exciting experience' when they belong to different gender. As compared to females, males are more risk takers and seek excitement with risk taking activities. This may be the reason of difference between males and females regarding this attribute.

People differ in their perception of hospitality experience regarding attributes 'reliable service, good quality of food, good hospitality and convenient purchase'

when they belong to different age groups. It is supported by previous study of (Matzler et al., 2008). Older customer may have more consumption experiences than younger customers and may have another comparison standard regarding product or service evaluation (Matzler et al., 2008).

The results suggest that the perceptions do not differ significantly on the basis of gender. The difference is significant only in respect of one variable, thus indicating homogeneity of perceptions across genders. Only for four attributes perceptions vary by selected age groups. And, for other attributes perceptions do not differ significantly on the basis of age groups.

Hence, demographic variables like, age and gender hardly contribute towards difference in perception for chokhi dhani. This result doesn't support previous research findings where researchers emphasis that age and gender have significant impact on behavior of customers. Here, the reason is that this place provides wide range of services, like, live dance, music performance, magic show, puppet show, acrobatics, artificial forest with roar sounds of animals and tribes, boating, horse riding, camel riding, elephant riding etc. Therefore, caters need of every age group and male and female both. Moreover, people visit to this place with friends as well as family, as it provides unique experience to everyone. Only two categories of different age groups are considered for study; 15-25 and above 25. It doesn't indicate that there is vast age gap between both categories. And this may be a reason for not getting any difference in their perceptions. To have more insight, more studies are required in this area to know whether demographic profiles of customers have any impact on customers' perception in hospitality experience for different service firms. Longitudinal researches are also suggested in this area.

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Tourist Behaviour: An Analytical Study of the Dimensions Influencing the Brand Image of the Indian Destination

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ABSTRACT

India is unique country in the South Region with a beautiful cultural background which is one of the oldest in the world. The tourist to India are attracted to the culture so that the beauty of the human race in its beautiful form of diversity is preserved and is measure of its indentify. Tourism is the need of the moment because of the forces of liberalization and globalization impacting the business. International tourism contributes to an open world and free movement of culture and commerce for the benefit of all making. It is the most powerful force in promoting unity in the world. Tourism is a force to melt the bitterness among nations and develop prosperity and strength based on non-violence. Tourism is an instrument for international relations that can help, develop solidarity among countries and world-wide economic property. The India destination has to promote to build brand and image in the eyes of the customers. The basic aim of this paper is to study the tourist behaviour.

KEYWORDS: *Destination, Brand Image, Tourism, Tourist Satisfaction*

Introduction

"The increased familiarity of foreigners with the resources and skills and economic conditions of the host may encourage foreign investment in the country in order that some hidden unexploited resources of skill are developed for exports market. The full contribution and the total effect of tourism in the economic, the input-output analysis is the best one. This approach was developed and applied to tourism in the U.K. and Ireland by G. Richards of the University of Survey." International tourism is the most ancient force entering the lives of the people and crossing the frontier of the country. According to the observation by an professional expert "with respect to international relations and search for peace based on justice and respect of the individual and national aspirations, tourism stands a positive and an ever present factor in promoting mutual knowledge and understanding as a basic force for reaching a greater level of respect and confidence among people of the world.

International tourism has become a word of praise by all governments and is an element of survival and growth of all countries. The 21st United Nations General Assembly designated 1967 as the 'International Tourist Year.' It set the seal on importance of tourism when it passed the resolutions unanimously as, "tourism is a basic and most desirable human activity deserving the praise and encouragement of all people and all governments." Tourism is the by-product of industrialization which has promoted unity in the world as it is need of

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the moment. Another observation explains that "International tourism contributes to an open world and free movement of culture and commerce for the benefit of all making. It is the most powerful force in promoting unity in the world."Tourism is a force to melt the bitterness among nations and develop prosperity and strength based on non-violence. Tourism is an instrument for international relations that can help, develop solidarity among countries and world-wide economic property. International tourism has opened the floodgates and knowledge and is flourishing form one country to another with elements of love, understanding and goodwill entangled to it. An expert says "When the tourist comes in contact with the place he visits and its population, a social background affects the social structure and mode of life of his destination he is in turn affected by it." One of the prominent social reformers states, "The world is becoming a global village in which people from continents are made to jail like next door neighbours. In facilitating more authentic social relationships between individuals, tourism can help overcome many real prejudices and foster new bonds of fraternity. In this sense tourism has become in real force for peace."

Tourism has the ability to earn foreign exchange and it has been appropriately observed, "Tourism is the only export trade that earns large foreign exchange without depleting national resources and without actually exporting any material goods." The foreign exchange earned by tourism has direct effect on the gross domestic product of the country through the multiplier effect. Foreign exchange is in demand by all the countries to maintain the balance of payments of their economies. Many countries in order to maintain higher balance of payments have liberalized their rules and regulations to allow the free flow of tourist traffic. When a tourist spends money, it increases the income of industries like hotels, transport, travel agents and tour operators. These industries are direct of primary industries as they directly depend on tourism. They flourish when the tourism activity is more. These industries in order to survive buy services and raw material from other supporting or secondary industries.Tourism industry in India is on a great boom at the moment. India has tremendous potential to become a major global tourist destination and Indian tourism industry is exploiting this potential to the hilt. Travel and tourism industry is the second highest foreign exchange earner for India, and the government has given travel & tourism organizations export house status. The buoyancy in the Indian tourism industry can be attributed to several factors. Firstly, the tremendous growth of Indian economy has resulted in more disposable income in the hands of middle class, thereby prompting increasingly large number of people to spend money on vacations abroad or at home. Secondly, India is a booming IT hub and more and more people are coming to India on business trips. Thirdly, aggressive advertising campaign "Incredible India" by Tourism Ministry has played a major role in changing the image of India from that of the land of snake charmers to a hot and happening place and has sparked renewed interest.

Travel & tourism industry's contribution to Indian industry is immense. Tourism is one of the main foreign exchange earners and contributes to the economy indirectly through its linkages with other sectors like horticulture, agriculture, poultry, handicrafts and construction. Tourism industry also provides employment to millions of people in India both directly and indirectly through its linkage with other sectors of the economy. According to an estimate total direct employment in the tourism sector is around 20 million. Travel & tourism industry in India is marked by considerable government presence. Each state has a tourism corporation, which runs a chain of hotels/ rest houses and operates package tours, while the central government runs the India Tourism Development Corporation. The outlook for travel industry in India looks extremely bright. India as a tourism destination is the toast of the world at the moment. Conde Nast ranked India amongst the top 10 tourist destinations. JBIC ranked her as the fifth most attractive investment destination. Besides, India is probably the only country that offers various categories of tourism. These include history tourism, adventure tourism, medical tourism (ayurveda and other forms of Indian medications), eco tourism, cultural tourism, rural tourism, religious/pilgrimage tourism, spiritual tourism, and beach tourism etc.

International tourist arrivals in India are expected to grow by 7.9% for the period span of 2010-2015. The Indian outbound tourism is expected to reach by 20.5 million by 2015.*Tourism 2020 Vision* is the World Tourism Organization's long-term forecast and assessment of the development of tourism up to the first 20 years of the new millennium. Six years back from now, The Indian Tourism Department launched this promotional campaign primarily to enhance tourist flow. Funded by Government of India and Experience India Society, which is a consortium of travel agents in India. Its first phase of campaign ran for three months , through which it highlighted various tourist attractions in India , such as Himalayas , wildlife , yoga and Ayurveda etc , through print and electronic media , where Ogilvy and Mather were assigned the charge of print media campaign , Enterprise Nexus , Mumbai , took the responsibility of spreading the TV campaign through global channels like CNN , BBC , etc . The formulated objective was to run a campaign towards promoting Indian Tourism like a brand and to position it through constant and consistent approach (Indian, 2005). The Ministry of Tourism, Government of India decided to imbibe the Indian philosophy of hospitality with this campaign and thus it introduced "Atitithi Devo Bhavah Program (Atithi, 2004, where its Sanskrit title meant "Guest is God. This program aimed to sensitize the existing and prospective stakeholders towards tourists, and thus floated a nationwide campaign. This was more of a social awareness program which aimed to create awareness about the high prospect of Indian of tourism among Indians, besides imbibing in them the sense of preserving Indian heritage, culture, hospitality and cleanliness, etc. Such a move might have been fuelled by the general impression that India was one of the less-favoured tourism destinations among international travellers (India Analysis).

The ministry of tourism had launched an international media campaign in the print, electronic and web media in overseas markets to promote India as a tourist destination. "Recently, in April 2010, the film was honoured yet again with an award for the Best Adventure Film at the Film Festival in Riga, Latvia and with the Gold Award at the New York Film Festival," said a ministry statement issued here Monday. The promotional film has won the ministry several accolades at various international film festivals in the past, including the Austrian Comite International Des Festivals du Film Touristique 2009 Grand Prix Award in Vienna in November 2009. The film has been shown on all major international television channels, including CNN, BBC, National Geographic and the Discovery channel. The film was produced for the tourism ministry by the Experience India Society and was conceptualized, shot and edited by Nirvana Films, Bangalore.

New Delhi, Nov 17 (IANS) Incredible India has done it again! Another international award for the campaign - showcasing major holiday destinations - has given a fillip to Brand India and is expected to pull in global tourists in times of recession. Tourism Minister Kumari Selja had reason to cheer when she picked up the 21st Grand Prix Award in Vienna in Austria last week amid thunderous applause from an international audience that saw the two-minute television commercial." The campaign has generated huge interest about Indian tourism products globally and contributed significantly to the growth of tourism in India," she said. "We never tire of telling the world that Indians treat their guests like gods. However, for those Europeans who don't like references to god I would like to repeat that guests are treated with great respect in India," Selja told IANS after receiving the award. "The good news is that tourism-related activities have fallen by seven percent worldwide due to recession but in India only by two percent," Selja said. "After winning a series of international awards at Berlin, Poland, Romania, France, Portugal, the Czech Republic and Croatia, the film has now been honoured with this prestigious Grand Prix award," she added. The Incredible India campaign is also being shown on major European channels to attract the world's eye. The advertisement also appears in the in-flight magazines of all major international carriers. The first five months of 2009 showed a sharp decline in the number of foreign tourist arrivals in the country, compared to the same period in 2008. But from the second half of this year there has been an increase. About 5.36 million foreign tourists visited India in 2008. Gourd Kanjilal, executive director of the Indian Association of Tour Operators, said: "Earlier, our campaign was generic, barely touching the surface. Now, it is more thematic and focused. Winning the award will make an impact." He said the uniqueness of the campaign is that it promotes varied products - from Green Northeast, Trekking in the Himalayas to Footsteps of the Buddha and the festivals of India. "With the Incredible India campaign, the Western audience has been able to identify Brand India," Kanjilal told IANS, adding that most Asian countries have created a brand around their products like Amazing Thailand, Clean Singapore and Malaysia - Truly Asia. "Earlier, each state would sell their own products that would confuse the tourists more. Now, the message is loud and clear," Kanjilal said. Matthias Krenn, vice president of the Austrian Chamber of Commerce, said: "Today India is considered a light house in the ocean not only by Austria but worldwide." Josef Shutz, CIFFT president, said: "The best films are those that show not just beautiful landscapes but people enjoying life in such a way that it arouses envy in the viewer who longs to visit the same place and live life in the same way as shown on the screen."(ICCR)

Objective of the study

The basic objective of this study to analyze the impact of international and domestic tourist behavior on destination choice. To study the impact of international and domestic tourist attitude toward the incredible India advertisement campaign. The basic aim is to gain an understanding of marketing communication campaigns and their components and to get the insights of the factors that contribute to the success of a communication campaign.

Research Methodology

Research design – This study is based on the findings of the relationship of the advertisement campaign and the behaviour off the tourist, therefore this includes the entire domestic and international tourist those who travel for tourism purpose to India. The survey is studied using as a post experience for the international tourists who had come to India to find their responses and perceptions for the advertisement.

Variables

X= Campaign – Independent variable

Y= (a) Tourist attitude

(b)Tourist Intention to visit

Operationalization of variables

- The impact is measured by attitude of international and domestic tourist.
- The impact is measured by the intention for the choice for the destination India of the international and domestic tourist
- The variable campaign is about the attention, comprehension, cognition, affecting and behavior
- The impact brings a change in attitude and the behaviour to design the perceptions of the tourists.

Sampling plan- The sampling plan involves the designing the various aspects in such a way that study measures the brand loyalty in an accurate way/

The population definition- This includes the entire international tourists those who had travel for tourism purpose to India

Sampling units- The tourist data available at the airports, hotels in India

Sampling method- The sampling method used was non- probabilistic convenience sampling method.

Sampling size- The number of respondents is approximately 300

Research Instrument- The basic research tool used was the structure questionnaire.

Hypothesis for the international Tourists

H_1 – Tourist prefers and become loyal to brand only if they have an emotional attachment with the brand.

H_2 – Brands have to take care of every activity and event in order to hold the basket of loyal tourists

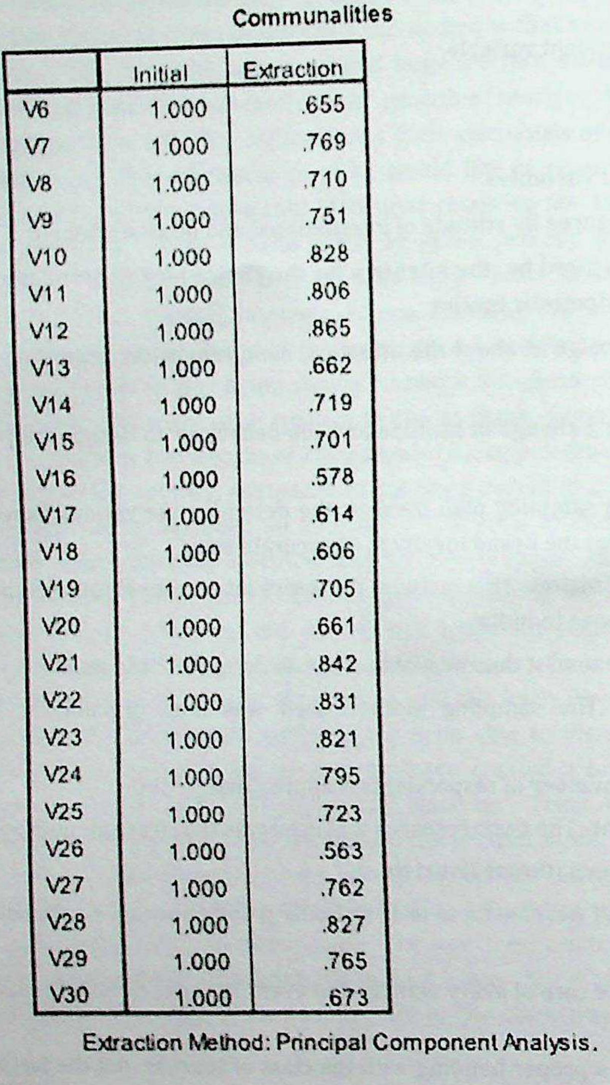
H_3 –Brand should have a proper bonding with the class of tourists and the target market to always hold the same position in the market

OBSERVATIONS AND FINDINGS:

After statistically scrutinizing the above mentioned data using various statistical methods, we have derived at the following set of information:

- List of primary and secondary factors influencing the brand beliefs
- Extent and nature of the impact of the same factors

The given below is the output after processing the data collected from sample of 300 respondents across Jodhpur belonging to various age, sex and income class. Data Reduction technique is used to evaluate this data by performing Factor Analysis with significant eigenvalues >1.



Communalities

	Initial	Extraction
V6	1.000	.655
V7	1.000	.769
V8	1.000	.710
V9	1.000	.751
V10	1.000	.828
V11	1.000	.806
V12	1.000	.865
V13	1.000	.662
V14	1.000	.719
V15	1.000	.701
V16	1.000	.578
V17	1.000	.614
V18	1.000	.606
V19	1.000	.705
V20	1.000	.661
V21	1.000	.842
V22	1.000	.831
V23	1.000	.821
V24	1.000	.795
V25	1.000	.723
V26	1.000	.563
V27	1.000	.762
V28	1.000	.827
V29	1.000	.765
V30	1.000	.673

Extraction Method: Principal Component Analysis.

Total Variance Table:

This table indicates the amount of variance explained by various primary factors post extraction and the impact of the same.

As observed from the table given below that primary factor (5) contributes to 57% of the customer belief. Out of all the factors, 'Trust and Emotional Attachment' to the brand is the factor contributing the most significant portion of the brand belief i.e. 18.55%

Further, secondary factors (4) contribute to 20% of the customer belief.

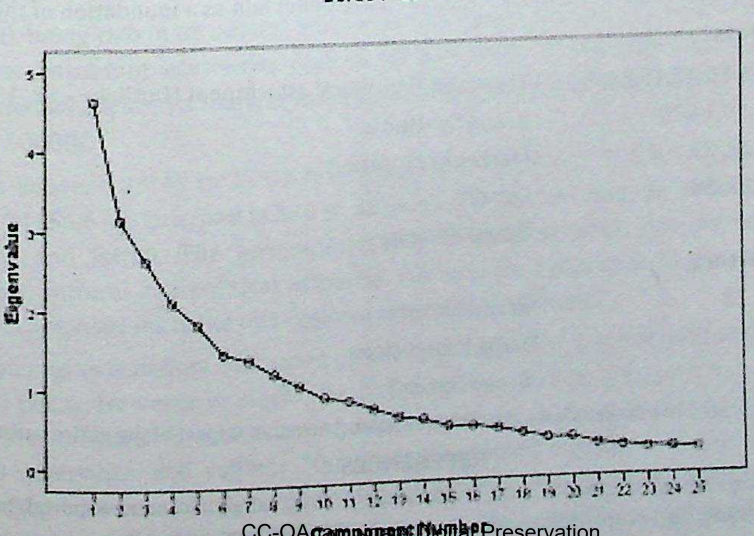
Total Variance Explained

Component	Initial Eigenvalues: Total	% of Variance	Cumulative %	Extraction Sums of Squared Loadings: Total	% of Variance	Cumulative %
1	4.630	18.518	18.518	4.630	18.518	18.518
2	3.144	12.575	31.094	3.144	12.575	31.094
3	2.619	10.476	41.570	2.619	10.476	41.570
4	2.093	8.372	49.943	2.093	8.372	49.943
5	1.808	7.233	57.175	1.808	7.233	57.175
6	1.434	5.737	62.912	1.434	5.737	62.912
7	1.345	5.381	68.292	1.345	5.381	68.292
8	1.159	4.637	72.929	1.159	4.637	72.929
9	.993	3.970	76.900			
10	.834	3.336	80.236			
11	.784	3.135	83.371			
12	.668	2.670	86.041			
13	.555	2.222	88.262			
14	.516	2.063	90.325			
15	.419	1.676	92.001			
16	.410	1.640	93.641			
17	.372	1.490	95.131			
18	.300	1.200	96.330			
19	.234	.937	97.268			
20	.226	.906	98.173			
21	.144	.575	98.748			
22	.113	.452	99.201			
23	.078	.313	99.514			
24	.067	.270	99.783			
25	.054	.217	100.000			

Extraction Method: Principal Component Analysis.

Scree Plot Diagram:

Scree Plot



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The diagram given below indicates the impact of each variable in the entire customer belief levels. As a process, multiple factors making significant impact on the said hypothesis are ascertained and thereon the variance is evaluated.

Nine factors having eigenvalue >1 have been statistically obtained but in order to improve effectiveness of the study, we have only considered first 5 factors as our primary influencing factors. The remaining factors are considered as secondary influencing factor

Component matrix indicating the formation of every factor is given as Annexure – I.

The list of primary factors obtained is given as follows with brief explanation:

1. **Trust and Emotional Attachment** represents the amount of trust and emotional affection an individual has developed to a brand.
2. **Brand Swiftness,** indicates the frequency of brand to provide new variables to its customer segment which includes conducting events/ engaging in new brand endorsements. These factors incentivize the existing customers to retain their loyalty and push the customers in other segments to aspire for such a brand.
3. **Market Exploration** tries to measure the impact of market entry strategy on the existing customers segment.
4. **Loyalty** is another tested and proven factor affecting brand beliefs.
5. **Brand vivacity** explores the liveliness of a brand to find innovative and novel ideas to keep its appeal *'on'* among the market space.

The list of secondary factors obtained is given as follows:

1. **Brand Stature**
2. **Media Promotions**
3. **Brand Spread**

CONCLUSION

On the basis of the findings and observations given above, it can be concluded that the study holds sound on every aspect of the hypothesis taken as an assumption i.e. importance of trust and emotional engagement with the brand, impact of brand contact on customer belief and extent of attachment with the brand. Most of the factors which have been identified as a result of factor analysis strengthen the belief laid as a foundation of this study.

Primary Factors:

Factor 1: 1,2,3,4,5,12,15,24,25 - Trust and Emotional attachment (Outliers – 12, 15)

Factor 2: 8, 9,10,14,20 - Brand Swiftness

Factor 3: 16, 18, 21 - Market Exploration

Factor 4: 13, 17, 19 - Loyalty

Factor 5: 6 - Brand Vivacity

Secondary Factors:

Factor 6: (7), 22 - Brand Stature

Factor 7: 23 Media Promotions

Factor 8: 11 - Brand Spread

*** The factors indicated in bracket above are the ones having negative impact of the entire variance.**

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Potential of Ecotourism in Hadoti Region

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ABSTRACT

Each territorial unit has its own physical and socio-cultural identity, this study is an effort to identify the tourist nodes of Hadoti region. Presence of gorges (*Khoh)* and water-pits (darrah) is the regular feature of this region. Rainy-season waterfall, stream-bed, water-pits, vertical banks etc. are the beauty of this region. Chambal and its tributaries in this land of uneven altitudes offer 'Green Tourism' in relatively arid Rajasthan. It has richness of natural beauty, flora and fauna accompanied with places of religious, historical and archeological importance. Apart from National Parks, Sanctuaries and Closed Areas, there are natural spots with their characteristic physical feature and biodiversity.

KEYWORDS: *Biodiversity, Ecotourism, Hadoti Region, Tourism Potential*

INTRODUCTION

The main focus of ecotourism is on conservation of natural and cultural heritage. Ecotourism combines the elements of education, recreation and adventure with the aim of observing and experiencing nature (Laarman & Durst 1987).It is the tourism to build environmental awareness with the generation of income for the local people without leaving mark of the visit of the tourists.

Study Area

Hadoti, being rich in its natural and cultural heritage, has the potential of becoming one of the most important ecotourist regions of Rajasthan. It has also supported pre-historic civilization which has its mark in the form of series of rock shelters and cave painting dating back to 5000BC.

It lies between 23°45 to 25°53 N latitudes and 75°09 to 77°26 E longitudes, with a total area of 24156.6 sq. kms. and is 300 m. above M.S.L. and includes the districts of Kota, Bundi, Jhalawar and Baran. The geographical environment is basic determinant of its socio-economic, cultural and political activities. Remarkable features of its surface, physiography and soil compositions make this region a typical physical unit.

Hadoti region is mainly composed of low hills and discretely distributed plateau area with shallow plains. However in places sharp disturbances in ages long past have thrown up hills which are in reality an extension of upper Vindhyan ranges. The area exhibits numerous natural diversities and reflects "Queer and confused amalgam of low land and upland topography." Its central region is traversed by river Chambal and its tributaries, which is surrounded by hills. The southern region is plateau while far south-western and eastern parts have got upland topography. It is bounded north-west by the 'Great Boundary Fault' of Aravallis which extends east wards across the Rajasthan boarder up to Bundelkhand. There is a general downward slope in south-east, in Gangdhar tehsil beyond the Dag water shed area this slope is from south-east to north-west. On the basis of physiography, altitude and topography Hadoti region can be divided into five specific geographical zones, namely: Hilly tracts, Riverian zone, Shahabad upland, Jhalawar plateau and Dag-Gangdhar upland.

Biodiversity of Hadoti

The western part of Deccan plateau extends over this region with the Vindhyan and Aravalli outliers. The forests here are of mixed deciduous type, showing altitudinal zonation with *Anogeissus pendula* (Dhonkda) being the dominant species (Shetty & Singh 1987). *Adino* (Haldu), *Aegle* (Bel), *Boswellia* (Salar), *Buchanania lanzen* (Chironji), *Cassia fistula* (Karmela), *Dendrocalamus* (Bans), *Diospyros* (Timru), *Lagerstroemia* (Dhanli), *Lannea* (Moya), *Sterculia* (Kadayo) are more abundant in the middle zone, while *Acacia leucophloea* (Ronjh), *Butea monosperma* (Asan) are abundant at the outskirts. A natural belt of teak is found in the flat terrain along *Diospyros melanoxylon* (Timru) and *Hardwickia binata* (Anjan), the peripheral region consist of *Acacia nilotica* (Desi babool), *A. catechu* (Khair, Kattha), *A.leucophloea* (Ronjh), *Balanites aegyptiaca* (Hingota), whereas the river valley have evergreen Bamboo forest and moist flora. A subtropical evergreen forest named "Sitabari" near Kelwara supports species *Ampelocissus latifolia* (Golinda), *Bombax ceiba* (Semal), *Carissa congesta* (Karunda), *Cayratia trifolia* (Cayratia), *Cissus repanda* (Pani bel), *Cordia dichotoma* (Lasora), *Ficus virens* (Pilkhan), *Hiptage benghalensis* (Atimukta), *Ixora arborea* (Jilpai), *Mangifera indica*(Aam), *Pueraria tuberose* (Sural), *Schieichera olesa* (Kusum), *Syzygium cumini* (Jamun), *Terminalia arjuna* (Arjun), *Vanda tassellata* (Van hankal). Many pteridophytes, acquatic and shade loving spermatophytes grow in this forest fed by perennial streams. It houses a variety of animal species out which some are rare and endangered. The animals of this region are Sloth Bear (*Melursus ursinus)*, Tiger (*Panthera tigris*), Panther (*Panthera pardus*), Pangolin (*Manis crassicaudata*), Striped Hyaena (*Hyaena hyaena*), Porcupine (*Hystrix indica)*, Chinkara (*Gazella bennettii*), Blue bull (*Boselaphus tragocamelus*), Blackbuck (*Antilope cervicapra*), Sambhar (*Cervus unicolor*), Caracal (*Caracal caracal*), Chital (*Axis axis*) etc. The sandy beds and gorges of Chambal River are good breeding ground for Crocodiles (*Crocodylus palustris*) and Ghariyal (*Gavialis gangeticus*).Other reptilian fauna are Python, Rat snake, Striped Keelback (*Amphiesma stolatum*), Green Keelback (*Macropisthodon plumbicolor*), Sand boa (*Eryx johnii*), Russell's viper (*Daboia russelii)*, Common krait *(Bungarus caeruleus)*, Cobra(Naja naja), Starred tortoise(*Geochelone elegans*) Gangetic Softshell Turtle (*Trionxy gangeticus)*, Tent Turtle (*Kachuga tentoria)* and Roof Turtle *(Kachuga kachuga)*. Over 110 species of resident and migratory birds have been reported from here. The Paradise flycatcher, Green pigeon, Tree pie, Alexandrine parakeet, Blossom headed parakeet, Woodpecker, Golden oriole, Nightjar, Tits and buntings and frequently sighted here. The dams, reservoirs, tank, ponds and rivers of Hadoti teem with migratory water birds during the winter months.

OBJECTIVES OF THE STUDY

- To explore the potentialities of ecotourism in Hadoti Region.
- To reduce the increasing tourist pressure on the parks and sanctuaries.
- To identify the facilities that could be provided to attract tourists for visiting these

centers voluntarily.

- To improve the standard of living of the local people by providing them additional means of income through ecotourism.
- To provide additional source of revenue to the state government.

METHODOLOGY

The entire study area was divided into four sub-regions namely Baran, Bundi, Jhalawar and Kota. A number of interviews were conducted with local residents, tourist guides, officials of tourism department, wild life officials, environmentalists and hotel managers in order to identify the remote tourist spots, their locations, biodiversity of he place and the number of tourist visiting the place. After having the preliminary information an extensive field survey was done. Other information was collected from the published literature from the Department of Tourism, Art & Culture, journals and internet websites.

FINDINGS AND RESULTS

The key spots of ecotourism of this region are – Dara Wildlife Sanctuary (Kota), The Shergarh Sanctuary (Baran), Jawahar Sagar Sanctuary (Bundi), The National Chambal Ghariyal Sanctuary (Kota), and Ramgarh Vishdhari Wildlife Sanctuary (Bundi). The Great Indian Bustard protected area, Sorsan (Baran), Bhainsorgarh Garh Sanctuary (Chittorgarh). The important features of these spots are given in the Table-1.

TABLE -1 : Major Ecotourism Spots of Hadoti Region

Name of the National Park/Sanctuary	Location	Area in sq. Km)	Declaration Year	Faunal Diversity	Floral Diversity
Dara Wild Life Sanctuary	50 Km from Kota City along its South-East border	266	Established in 1955	Tiger, Leopard, Spotted Bear, Sambhar, Wild Boar, Sloth Bear, Hyena, Panther	Dhok (*Anogeissus pendula*), Laburum, Arjun (*Terminalia arjuna*), Bel, Mahua,*Balanite*
Jawahar Sagar Sanctuary	Near Jawahar Sagar dam at Chambal River	153.41	1975	Sloth bear, Caracal, Gavial, Crocodile Leopard	Bamboos, Dhok, Jamun (*Syzygium cumini*).
National Chambal Gharial Sanctuary	Along bank of Chambal River between Jawahar Sagar dam (in Rajasthan) to Pachnada (U.P.)	301	1979	**Marsh crocodile** (*Crocodylus palustris*) and **Indian Gharial** (*Gavialis gangeticus*) are the focus animal. freshwater turtles, smooth-coated otters, gangetic river dolphins, skimmers, black-bellied terns, sarus cranes and black-necked storks, Panther, Sloth bear, Hyena, Blue bull, Chinkara, Porcupine Great horned owl, Dusky horned owl, Vulture	Bamboo thickets, Cypress,Arjun, Jamun,Ficus, Salar(*Boswellia serrata*), *Sterculia urens* and Dhok

Name of the National Park/Sanctuary	Location	Area in sq. Km)	Declaration Year	Faunal Diversity	Floral Diversity
				species, Storks, Cormorants, Darter, Osprey	
Sorsan Great Indian Bustard Hunting Closed Area	45 Km from Kota city in Baran District	35		Black Buck (*Gazella bennetti*), Blue bull, Cheetal and Sambhar. migratory lark, Kashmir roller, warbler, flycatcher, starling and rosy pastors	Shrubs of *Capparis*, *Ziziphus* and *Calotropis*, with tall *Sewan* grass
Ramgarh Vishdhari Sanctuary	In Bundi; 40 Km from Kota. on the Nainwa road in Aravalli Range	252.79	1982	Wolf, Sloth bear, Deers, Leopard, Hyena, Jackal, Chinkara	Dhok, Khair, Salar Khirni (*Manilkara hexandra*)
Bhainsorgarh Wildlife Sanctuary	About 55 Km from Kota , at Saddle dam of Rawatbhata (Chittorgarh)	229.14	1983	Panther, Wild Boar, Chinkara , Fox, Four Horned Antilope, Civet, Hyena, sambhar , Cheetal, Chinkara, Jackal	Dhok and Khair, *Butea* Babool, Ber, Salar ,Khirni etc

Apart from these major spots, many minor ecotourism spots were identified by the authors in this region. These minor spots are as follows.

Minor Ecotourism Spots

1. BARAN

Bhand Deora (Ramgarh)–It is a natural spot rich in avian and reptilian fauna and is 110 Km from Kota. It is famous for Bhanddeora temple built in 11 - 12 th century also known as the 'Khajuraho of Rajasthan'.Ramgarh pond is in the form of a dome called as 'Ramgarh Dome' and is bounded on east and west by the Kul and Parbati river respectively. Avifauna of Ramgarh pond includes Rosy Pelican, Crested Pochard, Brahmany Duck and Coots. The water body is bowl shaped. It can be easily reached by jeep or car.

Sitabari – Sitabari is situated near the village Kelwara of Baran district on the Kota -Shiv Puri route. The place is rich in vegetation, there is an underground water source and seven water tanks are worth a visit. The old temples of Sita, Laxman is the venue of a tribal fair held in May-June every year. Thousands of people take a holy dip in the tanks called Sita Kund, Laxman Kund and Suraj Kund.

Krishan Vilas (Vilasgarh)- It is located about 19 km from Baran, on Vilasi River: Kanyadah is a deep natural reservoir on Vilasi River. Vilas dam is used by the wild animals for drinking water. Various species of Reptiles and lower Mammals are found here. The remnants of a temple complex which once existed on the river bank may be viewed at the museum of Archaeological Survey of India. In 1981 the ASI, unearthed a sequence of cultures of prehistoric stone tools, rock paintings, painted inscriptions on the rock shelter and medieval stone sculptures belonging to different sects, step-wells, remains of a fort, roads and a street of a well planned township. The cave shelters and cave paintings make this visit a worthwhile experience.

Kakuni- Kakuni is on the bank of Parvan River and was once a major urban centre. The ruined sculptures of the 9th -12th century are found in this area. The remains of Bhimgarh Fort built by Raja Bhim Deo, lie on the other side of the Parvan River.

Shergarh- It is located on the left bank of the Parvan River at Baran. It has the fort built by Nag rulers in 7th century, the fort of Medieval period built by Sher Shah Suri and forts and Havellis of the Modern Kota rulers. Shergarh is an ideal place for trekking, fishing, boating and horse safaris, it can be used as a base for exploring the surrounding region.

Shahbad: The small township of Shahbad on Kota-Shivpuri highway has immense historical signficance. It is an extension of Vindhya hill area locally called Shahbad Hills. The fort and the Jama Mosque are worth a visit. It is a breeding place for vulture. Vegetation is rich in Sagwan, Mahua, Tesu. The fauna of Shahbad includes sloth bear, hyena, jackals, bats and a number of reptilian fauna. It is also rich in insect diversity specially butterfies.

Charchauma: It is at a distance of about 35 Km from Kota and is located in Baran District. It is the destination of Demoiselle Crane which migrates to this place from far off countries as Siberia, Mongolia, Tajikistan and central Asia. There stands a lone temple of Shiva, its four faced Shiva Ling is typical of the Gupta period.

2. BUNDI

Jait Sagar - Jait Sagar is a picturesque lake with a fountain in its midst and surrounded by hills on all sides. It is at a distance of about 3 Km North from Bundi The visit is recommended in the monsoon and winter months when the lotus blossom and migratory birds arrive. There are several other interesting places in the nearby vicinity - Sharbag, a beautiful collection of royal cenotaphs with some of them having beautifully carved statues; Shikar Burj, the royal hunting lodge; Smriti Kunj, the terraced garden around the lake and Sukh Mahal Palace are some of the fine places to visit.

Dugari – Dugari, which is 35kms from Bundi, has a magnificent lake - the Kanak Sagar Lake which is the home to many migratory birds in the winters. It covers an area of 36 Km. and was constructed in the 10th century, during the reign of Solanki Rajputs. The fort of Bundi style is situated on the bank of the lake. The old fort of Dugari is famous for its wall paintings depicting the Ramayana and the Krishna Rasleela. The garden of Dugari is famous for **chandan** (sandalwood) trees. The place holds natural and scenic beauty which attracts many visitors.

Taragarh (The Star Fort) - The serpentine Taragarh Fort and its palaces are the pride of Bundi. Taragarh fort was built in 1354 set within the horse-shoe shaped fold of the hills, and with the lakes and water reservoirs below. A curious feature about it is that whenever the water level rises above the danger level, sluice gates are opened and the running water turns the lanes of the city into miniature canal. Striking features of the fort are Chhatra Mahal, Badal Mahal, Ratan Daulat-Diwan-i-Aam, Zenana Mahal and Phool Mahal. The famous Bundi Kalam miniatures are found in Chhatra Mahal.Bundi miniatures in these palaces have been recognised worldwide for their superb quality.

Nawal Sagar- Nawal Sagar is a magnificent artificial lake, originally called Navlakha Sagar(lake worth a million) commissioned by Maharao Raja Ummed Singh (1748-1775). A temple of Varuna, the God of water, stands in the centers of the lake. The bathing ghats and royal quarters were later constructed by Rani Sundar Shobha and they are named after her. The reflection of the entire city and its palaces can be seen in the lake - making it a unique attraction of Bundi.

Garh Palace Bundi-It was built in the early half of 17 th century and many rulers added to it from time to time. It is a complex of living quarters, meeting halls named Ratan Daulat, Ratan Mahal, Chhatra Mahal, Badal Mahal, Phool Mahal and Moti Mahal. The entrance to the palace is through a massive gate called Hathi Pol. The wall paintings of the palace have acquired global fame due to their aesthetic nature, subject matter and subtlety of strokes. The female figures have a certain impact of Mughal School of Painting.

Rani ki Baori-It is located in the centre of the town. Rani ki Baori was built by Rani Nathavatji in 1699; it is 46m deep and has some superb carving and one of the largest of its kind.

Phool Sagar Palace-This modern palace is to the west of Bundi with an artificial tank in its garden, it is a good place for bird watching, especially from November to February. It has a collection of murals created by Italian prisoners of war and hunting relics.

Talwas- Beautiful Ratan Sagar Lake and a magnificent fort built by Ajit Singh can be seen here, during the rainy season, animals like leopard, bear and deer can be spotted here as the Ramgarh sanctuary is located near Talwas. Adjacent to it is the temple of Dhooleshwar Mahadev with a wonderful waterfall making the place more beautiful.

Kedareshwar Dham (Ban Ganaga) -It is one of the most revered places 5 Km. from Bundi, situated in the midst of a valley. The holy temple of Kedareshwar Mahadev stands on the bank of Ban Ganga. The water of the stream running through the hills collects to form a kind or reservoir. The natural beauty and holiness of this place attract people from all over. Kedareshwar temple was constructed by the Rao Raja Kolhan of Bambavada, before the establishment of the Hada dynasty. The shivalinga is constructed from a single stone.

Rameshwaram -It is a cave temple of lord Shiva and is about 20 Km from Bundi. It is surrounded by the Aravalli ranges. It is a beautiful picnic spot amidst captivating surroundings. A water fall gurgles here during the monsoon. It has thick vegetation and is rich in reptilian fauna. Palash and Dhokra are the common trees.

Indragarh-Nestled in a narrow valley fortified by huge walls with four gates, the beautiful and charming Indragarh town was established by Inder Sal Singh Rao, the Raja of Bundi state. The fort of Indragarh holds an extraordinary architecture and sculpture. The town of Indragarh and the nearby places are famous for the renowned temples of Mother Goddess Kali and Kamleshwar. The tank of Indargarh is considered as one of the most attractive places in the Bundi district especially during the rainy season.

3. JHALAWAR

Kishan Sagar-It is 6 Km west of Jhalawar and an ideal place for bird watching. There is a beautiful wooden cottage **(Rain Basera)**, located on the banks of the *Kishan Sagar*, the most interesting fact about it is that it was originally built by the Forest Research Institute, Dehradun and was put on view at an exhibition in Lucknow in 1936. The Maharaja took a fancy to it, brought it and erected at the present site.

Bhim Sagar- Once the capital of Khichi rulers, Bhim Sagar is located about 24 km from Jhalawar. The dam on the Ujar River is an excellent picnic spot. Ruins of palaces, temples and mosques, of both Muslim and Rajput architecture, can be seen here.

Gagron Fort -This impregnable fort was the capital of Khichi Chauhans, it is surrounded on three sides by the waters of *Ahu* and *Kali Sindh* rivers and is an ideal example of a Jaldurg (Aqua-fort). Outside the fort is the mausoleum of a *Sufi* saint, *Mitte Shah* where a fair is held every year during the Islamic month of Ramzan. Alexandrian Parakeet and Egyptian Vulture are the important avian fauna of this place.

Kolvi-Buddhist Caves at Kolvi village is located in Dag Tehsil.There are 76 Buddhist rock-cut caves and stupas. The statue of Buddha and the carved stupas are the major highlights of these caves.

Jhalarapatan- This is called as the city of bells and is 6 km from main town of Jhalawar. The entire town is walled and is located on the bank of Chandrabhaga river. It has got 108 temples of which, the Sun Temple (Padamnath Temple) is built on the pattern of Konark Temple.

Herbal Park- A herbal park of about 3.5 hectare as been developed in Patan in front of Gomti Sagar, it is 5 km from Jhalawar.The place where it is developed has natural vegetation rich in Kevra (Screw-pine), Gular (Fig), Aam (Mango) and Dhok.This park is being managed by DFO. A good number of medicinal plants has been planted here and is a nice place to have the knowledge of medicinal value of local plants and their identification. There are six sections called *vatika* namely –Nakshtra vatika, Rashi vatika, Nav grah vatika, Choubees Trithankar vatika, Panchwati vatika and Trifala kunj. Panchwati vatika is dominated by five trees –Peepal, Amla, Bel, Ashok and Bargad whereas in Trifala kunj, Harar, Bahera and Amla can be seen.

4. KOTA

Garh Palace, Kota-The palace complex of Kota holds the place of pride for the Hada rulers, who laid the foundation of their expanding empire at the same place where the chief of Bhils was slain. The Chambal River provided natural protection to the palace from three sides. The Gulab Mahal, which faces the river, was built by Maha Rao Ummed Singh II and adjoining Purana Mahal belongs to the time of Jet Singh. The Arjun Mahal, Hava Mahal, Divan-e-Aam, Akhada Mahal, Kanvarpadi Mahal are worth a visit for their wall paintings depicting floral and faunal diversity, hunting scenes, processions and scenes from the legend of Lord Krishna, who is the ruling deity of Kota.

Gappernath- The shiv temple at Gapernath is situated on the Rawatbhata road. Gappernath is surrounded by the rocks, hills and bushes .There is a very beautiful stream which flows pleasantly. It is the temple of Shiva and his family. On the occasion of Shivratri, a great fair is held here. It is believed that this cave spread all over Kota, the place is rich in reptilian fauna. Thick vegetation of Arjun, Dhokra, Mahua, Khejri is found here.

Garadia Mahadeo- Garadia Mahadev is a small temple located at the gorge of River Chambal. It is one of the famous picnic spots in Kota. The Chambal River magnifies the beauty of this place. The panoramic view of the Chambal gorge and plains is really worth visiting and has a calming effect. The cool breeze from the river makes the atmosphere very pleasant.

Bardha- Bardha Dam is a medium size irrigation tank about 25 km from Kota and lies on Kota–Bundi road. The source of water to this dam is the Left Main Canal of Chambal. It is a small dam mainly used for cultivation purposes. It supports a large number of waterfowl and a host of other birds can be spotted here. Pelicans, Flamingos, Spoonbill, Ruff constitute the main avifauna of this place.

Abheda- It is located near Nanta village, 7 Km south-west of Kota city, surrounded by lush green vegetation. Abheda pond was constructed by Prince Dheerdeh of Bundi State to attract wildlife, later in 18th century a three storeyed palace was built at its bank. It supports various kind of aquatic and marshland flora including submerged, emergent free floating and amphibious plants. There is a garden on its northern side with famous Karni Mata temple which is rich in trees, shrubs and grasses, making it an ideal habitat for all the types of birds.

Udpuria -Udpuria is a common village, with 100-odd households, set around a pond .A group of painted storks adopted this pond more than a decade ago. Now some 50-70 birds come here in July- August for breeding and depart in February when the new generation is able to fly. The villagers make sure that no harm is done to them, and have stopped fishing in the pond.

Alniya-It is also an irrigation tank rich in piscine and avian diversity. The rock shelters on the banks of Alniya River, 20 Km from Kota have some of the most primitive paintings depicting animal figures, geometrical designs and hunting scenes. The experts consider them to be as old as 25000 to 30000 years

Islands in Chambal- Few islands have emerged in the Chambal River, of which two are of ecological importance. One of them is near Braj Vilas Palace and another one is named as Jamunia, Both these islands are the breeding place for Egrets, whereas Jamunia also harbors Openbill Stroke and Ibis.

TABLE -2 : NUMBER OF TOURISTS IN HADOTI DURING THE DECADE (2001-2009)

YEAR	KOTA & BARAN		BUNDI		JHALAWAR	
	Local	Foreigner	Local	Foreigner	Local	Foreigner
2001	62438	1991	20911	4334	174262	72
2002	77120	1352	11811	4000	156652	103
2003	78988	1671	17041	6916	96941	51
2004	86478	2594	14296	5516	113202	89
2005	90946	4205	21582	7866	125261	108
2006	98302	3994	24332	9072	132091	136
2007	104059	4440	34781	10665	184987	168
2008	100227	4550	50406	13244	133337	209
2009	107358	7237	55150	13695	95818	141

Sourcę: Rajasthan Tourism Department

Figure 1: Showing Growth Trend of Tourists Arrival in Hadoti (2001-2009)

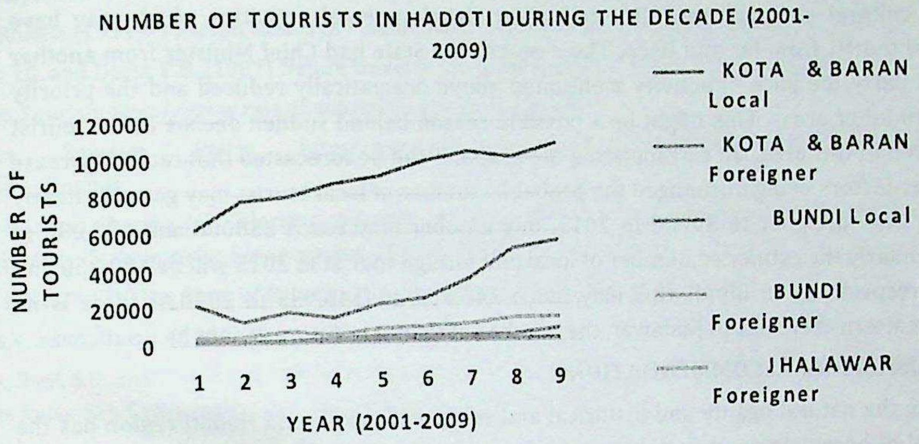
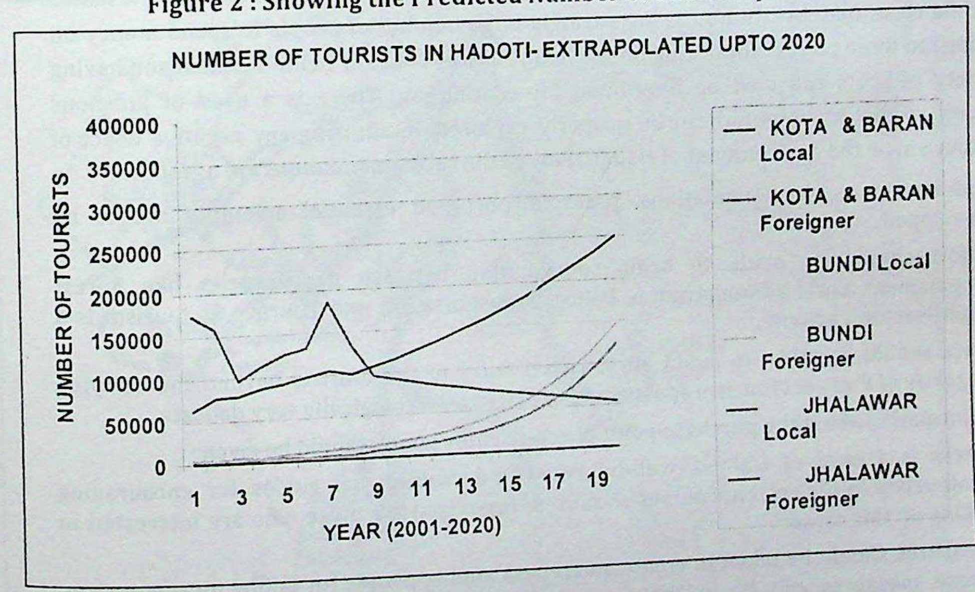


Figure 2 : Showing the Predicted Number of Tourist up to 2020



ANALYSIS OF DATA

The growth rate in the tourist arrival in Bundi, Kota and Baran show a regular increasing trend over the period 2001-2009. The average growth rates of local and foreign tourists over the decade for Kota - Baran are 8% and 29% respectively, whereas in Bundi it is 18% and 24% for the local tourists and foreigners respectively. The number of tourist in Jhalawar show a fluctuated erratic trend, though it shows an average increase of 10% in the number of foreign tourist but actual number has dipped in the year 2003 and than after an increase again in 2009.The number of local tourist has also gone down in the year 2003 and after an increase again decreased in 2008 and 2009.The reason behind this may be that political leadership and election process in India, which affects the various factors of the society including tourism. Since the former Chief Minister of the state belong to Jhalawar, she in her capacity as the Head of the state and the local resident were quite instrumental in organizing various cultural programmes, fairs and other developmental activities which may have attracted tourist from far and wide. The moment the State had Chief Minister from another political party the pace of activity mentioned above dramatically reduced and the priority shifted to other areas. This might be a possible reason behind sudden decline in the tourist population in this area. On extrapolating the graph, it can be forecasted that rate of increase and other factors being unchanged the probable number of local tourist may go up to nearly 170,000 and foreigner to 34000 in 2015, this number may reach 250000 and 122,000 in 2020.Similarly the estimated number of local and foreign tourist in 2015 will be 150,350 and 49,780 respectively in Bundi, this may touch 346,780 and145,935 in 2020.As there is no regular pattern of change in Jhalawar the number of tourist in future cannot be predicted.

CONCLUSION AND RECOMMENDATIONS

Having the natural beauty and historical and religious background Hadoti region has the potential of becoming an important ecotourism centers of India, from the Table-2.It can be analysed that during the decade the number of tourists in this region has increased. The tremendous growth of Indian economy has resulted in more disposable income in the hands of middle class, thereby promoting increasingly large number of people to spend money on vacations to these places. Kota being on the main railway route of Delhi- Mumbai and having a variety of spots can well be developed for ecotourism. There is a need of judicious planning, so that its potential can be properly explored, minimizing any negative effect of such tourism on the environment of Hadoti. Few of the recommendations are as follows-

1. Infrastructure, accommodations, roads, airport and essential amenities are to be developed.
2. Effort should be made to bring coordination between the agencies like Forest Department, Local administration, Police, Transportation and Tourism as tourism is a multi-sectoral activity.
3. Care should be taken to avoid unrestricted entry of the tourists beyond the carrying capacity of these ecotourism spots as these places are ecologically very delicate.
4. Information about the purchase point of eco-friendly goods should be given.
5. There is a need of trained, well-informed and multilingual guides for encouraging ecotourism in the region; courses should be organized for those who are interested in taking up this career
6. Measures should be taken to create awareness among people for taking up ecotourism. These measures can be in the way of documentary film, advertisements through newspapers and mass media or distribution of related literatures.
7. Efforts can be made to popularize ecotourism among youth by insertion of chapters related to ecotourism and environment in their textbooks.
8. Detailed route maps of ecotourism area should be made so as to provide information like- road, distances, vegetations, wildlife, physical feature and terrain.
9. Information about cultural environment of the ecotourism spot should be provided to the tourist, which should include linguistic signs, food habits, dress etc.
10. Establishment of permanent exhibition of handicraft items and Kota Doria products is recommended.

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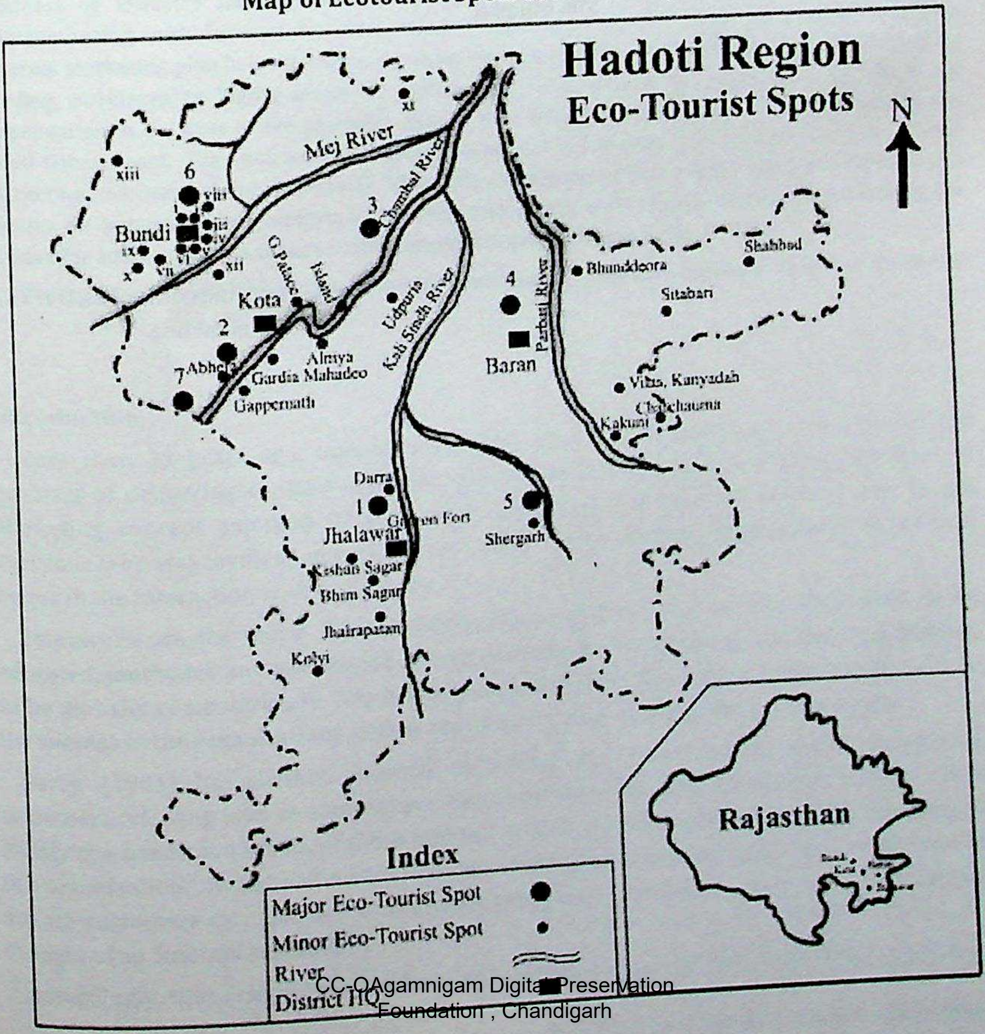
Map of Ecotourist Spots of Hadoti Region


Hadoti Region
Eco-Tourist Spots
N
Mej River
Chambal River
Kali Sindh River
Parbati River
Udpuria
Bundi
Kota
Baran
Jhalawar
xi
xiii
6
viii
ix
x
vii
vi
v
xii
3
O.Palace
Island
2
Abhera
7
Alniya
Gardia Mahadeo
Gapperanath
4
Bhandeora
Shahbad
Sitabari
Vilas, Kanyadah
Chachaura
Kakuni
Darra
1
Gagron Fort
5
Shergarh
Kishan Sagar
Bhim Sagar
Jhalrapatan
Kolvi
Rajasthan
Index
Major Eco-Tourist Spot ●
Minor Eco-Tourist Spot •
River
District HQ ■

Major Ecotourist Spots

1. Dara Wildlife Sanctuary
2. Jawahar Sagar Sanctuary
3. Chambal Gharial Sanctuary
4. Sorsan Great Indian Bustard Hunting Closed Area
5. Shergarh Sanctuary
6. Ramgarh Vishdhari Sanctuary
7. Bhainsodgarh Wildlife Sanctuary

Minor Ecotourist Spots of Bundi

i. Jait Sagar
ii. Dugari
iii .Taragarh
iv. Naval Sagar
v. Garh Palace
vi. Rani ki Baori
vii .Phool Sagar palace
viii. Talwas
ix. Kedareshwar
x. Rameshwaram
xi .Indergarh
xii. Bardha
xiii. Bhimlat

Internal Marketing - a Gizmo to bind Employees' Power in Tourism Enterprises

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ABSTRACT

Customer service in tourism enterprises is one of the most essential aspects of an organization's competitive advantage. It is a critical element also, which *internal markets* (IM) influences, whatever business or industry the organization operates. Internal marketing is based on the belief of communicating with internal markets and treating employees like customers. Implementing an internal marketing plan helps in educating, stimulating, guiding, training, developing, empowering and leading workforce to higher levels of performance. The service employee often represents the organization in the eyes of the customer. Due to this, the role of employee is mutually complex and multi-dimensional. The internal customer concept is a promising area of study in the Services Marketing and Organizational Behavior. This study contributes to the understanding of what IM is and focuses on importance of employees in service encounters with tourist. Further, paper focuses the ground for adoption of this concept within tourism organizations in India.

KEYWORDS: *Internal marketing, Service encounters, Tourism industry, Internal Customer and India*

Introduction

More than 35 years ago, internal marketing was first proposed as a solution to the problem of delivering consistently high service quality by Bery et al (1976). The Internal Marketing concept emerged from services marketing and its main concern was to get everyone who was involved in service encounters – the front line of contact staff, to perform better in the interaction with customers.

Employees are the moral fiber of any business success, that is why, they need to be educated, motivated and maintained in organizations at all cost to support the organizations to be globally competitive. In Tourism organizations, frontline employees are important to the success of the organizations as they are in direct contact with external customers.

Berry (1981) has defined internal marketing as: "Viewing employees as internal customers, viewing jobs as internal products and then endeavoring to offer products that satisfy the needs and wants of these internal customers while addressing the objectives of the organisation." In the same study he has stated that the same marketing tools used to attract customers can also serve to attract and retain the best employees, which can be thought of as 'internal customers'.

Accordingly, these employees can have an elevated impact on the quality of products and services delivered by the firm and this influence should be fully leveraged by supervision (Hartline and Ferrell, 1996). The increasing recognition of the importance of the employees' role in the tourism industry has led service organizations to adopt Internal Marketing (IM) and hence treat their employees as internal customers. The approach basically inverts the organizational pyramid and puts customers on top and divides the employees into two categories, which are described as follows:

(i) Those who serve customers.

(ii) Those who serve those serving the external customers.

Snell (2009) indicated that internal marketing is practiced within professional services although with varying degrees of sophistication, in order to execute wide ranging projects related to marketing and human resources. Internal marketing can refurbish the face of a company (George 1990), as has been reported by case studies and anecdotal accounts indicating clear gains in employee understanding of corporate values, employee commitment, service quality, customer satisfaction, and loyalty (Opoku et al, 2009; Sartain 2005; Ahmed and Rafiq 2002; Bergstrom, Blumenthal, and Crothers 2002; Hallam 2003).

The objective of internal marketing is to get motivated and customer conscious employees in order to achieve service excellence.

According to Fisk et al. (1993) there are two main issues in internal marketing.

Firstly, the idea of the employee as the internal customer.

Secondly, the organizational need to satisfy the internal customers so that they are best prepared to serve the external customers.

Although External Marketing remains the most important business development task, it is essential to sell toward a company's people. When employees understand and commit to the value proposition of the company, external marketing becomes more effective, because the employees become product campaigners.

Internal marketing is a means of involving staff at all levels in an effective marketing program by enabling them to understand their role within the marketing process. Internal marketing program consists of training and staff development, effective internal communications and integration schemes designed to enhance knowledge and understanding of the overall marketing orientation within the organization. Internal marketing encompasses a number of elements all of which help contribute towards enhanced customer service and a greater degree of marketing orientation within the organization. Service orientation has become a key source of competitive advantage and only a 'service attitude' among staff can lead to the delivery of outstanding customer service and increased market share (Varey and Lewis 1999). The internal marketing concept has been developed largely within the context of services marketing; however, internal marketing is now becoming more and more important to all organizations striving for success of marketing activities.

Literature Review on Internal Marketing and Its Effect on Business Performance of Organizations

The rationale for the adoption of Internal Marketing is to ensure that employees feel that management cares about them and their needs are met. The successful application of the concept is transformed into positive employee attitudes towards their work including organizational commitment, job involvement, work motivation and job satisfaction (Tansuhaj et al, 1991). De Brum (1998) emphasized that the foremost objective of internal marketing is to assure that all employees are informed about the firm's vision i.e., their management initiatives, goals, outcomes, services, products and served markets however, Vasconcelos (2004) highlighted internal marketing as a vital mechanism in which one can build work environment where employees can find and enjoy unique job experiences as well as they are fostered to achieve their full potential.

One of the important outcomes of internal marketing is to increase the organizational commitment of employees (Tansuhaj et al., 1991). This in turn should result in increased job satisfaction, increased job performance and lower turnover of staff (Jenkins and Thomlinson, 1992; Mathieu and Zajac, 1990; Schlessenger and Haskett, 1991) and thus help the interactive process. Caruana and Calleya (1998) also examined internal processes associated with delivering customer's satisfaction focusing particularly on the relationship between the nature and extent of internal marketing and its outcome in terms of the level of organizational commitment on the part of employees. The findings confirm a significant relationship between internal marketing and organizational commitment. The relationship of internal marketing is most significant with the effective dimension of organizational commitment. There is some empirical support for a significant relationship between internal marketing and service quality (Yafang Tsai, 2008) and between internal marketing and business performance (Panigyrakis, 2009).

The objective of internal marketing is to create an internal environment in which customer consciousness propagates among personnel. The satisfaction of internal customers is important to the success of a service firm (Gremler et al., 1994).The ability of organizations to develop and gain a competitive advantage through an emphasis on service quality is substantively influenced by the organizational culture. A number of researchers also relate enhanced organizational performance with a strong organizational culture (Barney 1986; Saffold 1988) and improved employee productivity. Internal marketing is believed to contribute towards achieving organizational goals (Gilmore, 2003).

Organizations that select, develop, manage and motivate their workforce to produce outstanding business results have an extraordinary competitive advantage that others can not copy (Nalbantian et al., 2004). Hogg (1996) has suggested that internal marketing could be the answer for gaining employee commitment, succeeding where traditional internal communications program have failed. Lack of commitment from employees can be harmful to an organization resulting in poorer performance arising from inferior service offerings and higher costs. Drake et al. (2005) suggested that the effective implementation of marketing techniques internally can create significant bottom line results. Drake et al. (2005) asserted that by engaging in a carefully planned internal marketing plan the corporation can convert employees into company fanatics who will generate financial rewards. Similarly, Dunmore (2002) posited that a strong internal marketing strategy can be critical for achieving and sustaining competitive advantage, as well as being a key driver of change and enhanced performance. The successful implementation of internal marketing can lead to: improved employee retention, stronger individual performance, better teamwork and more effective overall communications (Drake et al., 2005). Empirical results demonstrate that a significant relationship exists between internal marketing and consumer satisfaction and between internal marketing and service quality (Bansal et al., 2001; Ewing and Caruana, 1999).

Challenges in Tourism Industry

The phenomenal expansion of the Tourism Sector worldwide has led to services being considered as one of the most important sectors contributing to world gross domestic product. In developed and developing countries, very few people are employed in the services sector in comparison to agriculture or industrial sector. Managing talent in tourism industry is one of the most critical HR challenge worldwide and will remain at or near the top of executive agendas in every region for the foreseeable future. The ability to gain competitive advantage through people strategies of marketing requires an overall HR approach.

According to Hillmer et al. (2004) fast changing work environments, combined with how tourism service operations are managed often lead to high stress which can result in increasing employee turnover. Besides this, service organizations are more labour intensive than manufacturing organizations therefore employees have become critical success factor in service companies (Normann, 2000). It is important that they are taken care of so that it can result in lower employee turnover, economic growth and satisfied customers.

In last two decades, with growing Indian economy, a significant development took place in tourism service sector. Regardless of growth and opportunities in this sector, it also faces several HR issues which are the key challenges for the tourism industry in India. One of the main problems for service organizations has been to attract and retain high quality employees (Heskett et al., 2008). An analysis of secondary sources (mainly articles from newspapers and business magazines and the very few available research papers on Indian service (tourism) sector) reveal problems that can seriously impact the high growth rates predicted for this sector. These include issues such as increasing employee turnover, stressful work environment and poor career development (Singh, 2005, Grossman, 2006). In addition to the aforesaid finding and retaining talented people, training, and career planning are pertinent areas which need to be addressed.

In India there is an increasing demand and supply gap for professionals. It is sometimes difficult for HR managers to maintain consistency in organizational performance and keep the motivation levels high especially when the work is monotonous. Despite the large number of students graduating every year, there is now an increasing scarcity of appropriate skills gained through the education system, which is low on quality and relevance. Because of shortages, the hiring of new talent has been becoming more and more expensive.

Employee attrition represents significant costs to service industry companies. High attrition rates drive up training costs and increase human resources, recruiting, and productivity costs. They also increase the prospect of customer service complaints or quality problems, and create substantial continuity problems for longer-lived projects. In India, the average annual attrition rate in the Business Process Outsourcing (BPO) sector hit a high of close to 50% a few years ago. Better attrition management and the 2008-2009 global economic slowdowns have helped reduce the figure to 24-30% however this still has a significant impact on costs and quality (Mike, 2009). The hospitality and tourism industry suffers from a high-attrition rate at almost all levels.

Employees are the strength of any business success since their value to the organization is essentially intangible and not easily replicated Meaghan et al. (2002) therefore; managers in various organizations must ensure that there must be employee continuity in their organizations to enhance organizational competitiveness. Dunmore (2002) advocated that internal marketing is increasingly important to organizations due to the growth in significance of the tourism sector in the knowledge based economy.

Role of the Employees in Service Encounters

In tourism service organizations employees are very important part of the services offered to customers and hence there is a need to ensure that they can proficiently deliver the promises made to customers in all service delivery encounters. In literature, service encounters are also labeled as moments of truth.

While interacting with the service, the customer comes not only into contact with the contact personnel but also with the physical facilities, other customers and visible elements. In these cases, customer perceptions of service quality are affected by the physical environment as well as by the behavior of the relevant service personnel (Zeithaml et al 2006). Regardless of whether contact points are visible or not, they constitute moments of truth – points in time during which customers are afforded the opportunity to gauge service quality. If multiple touch points are involved in performing a job function, it may very well be feasible to remove some contact points while still performing the function. Each touch point provides the customer an occasion to gauge the performance of an organization; leaving in unnecessary touch points increases the probability of an unpleasant evaluation (Spence & Kale, 2008).

From an Internal Marketing perspective, many researchers have argued that by satisfying the needs of their internal customers, firms enhance their ability to satisfy the needs of their external customers. However, both customers and employees need to be seen as part of a virtuous circle in which attention given to one reinforces attention given to the other. George (1990) illustrated that relational exchanges between employees within an organization should be considered as a prerequisite for successful exchanges with external markets. The satisfaction of the internal customer is of critical importance as satisfaction will ultimately effect the satisfaction of the external market (Ballantyne, 1997, Heskett et al., 2008). Therefore, good organizations carefully manage employee–customer interactions to mitigate the possibility of an unfavourable encounter which could ruin the overall experience. Contact personnel in the service encounter have an opportunity to customise the service delivered to each customer. Customisation of the service encounter adds value to the customer's experience of the service and also contributes to the creation of a sustainable competitive advantage (Lewis and Entwistle, 1990).

Research Methodology and Objectives

Tourism sector is one of the fastest growing sector globally, contributing more to the global output and employing more people than any other sector. As the Indian economy is growing there is significant development happening in various tourism sectors like- ticket booking, restaurateurs and hoteliers, tour guides and escorts, travel agencies, tour operators, public and private monument authorities etc. Despite the growth in the overall employee base; Companies in tourism sector are struggling to retain their existing employees. Analysts observed that managing attrition in the industry is one of the leading issues because high attrition rate not only affects the quality of service and also leads to higher training and development expenditure, affecting the overall performance of the organization. The framework presented in this paper integrates and synthesizes conceptualizations of Internal Marketing from the marketing services and organizational behaviour literature to aid practitioners to understand the dimensions of HR challenges (internal marketing challenges) in tourism industry and examine how internal marketing will help HR practitioners to improve their HR skills and employee performance.

The specific objectives of this paper are:

1. To analyse HR challenges in tourism industry globally and specific issues to Indian service industry
2. To understand role of employees in service encounters
3. To review the literature on internal marketing and its impact on organization
4. To provide rationale behind adopting internal marketing and identifying areas where IM can play a vital role
5. To analyse how the issues of marketing, HRM and operations are interrelated
6. To recommend to enterprise managers ways to improve organizational performance

Case Study

In this section we present a case study to highlight how the issues of marketing, HRM and operations are interrelated. In services management we cannot draw a clear boundary between functions which are evident from the following case.

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The study was carried out for a public sector hotel to look in to the reasons for the poor off-take of a new party, dinner and boarding facilities for purchase of different packages, introduced by the hotel's top level management. The approach used was Mystery customer shopping. Investigators visited a number of hotels asking to buy a package. The receptionists were blissfully unaware of any such package being offered by their hotel. Discrete enquiries with the managers revealed that they were not interested in pushing the package as it would be difficult to deliver the packages for different groups at the same time because their tasks will be complexed for the same salary without extra beneficiary services or reward system. They feel that their work will not get any recognition at any level.

The hotel had printed a lot of brochures and mailed to individual hotels. But the managers had dumped them all in the dust bins. In this situation, we cannot accuse the receptionists as they were not even informed of the new packages. The problem was mainly with the hotel managers. They were not willing to take opportunity for their and organizational growth. Partly the management was to be blamed because they had an inadequate performance appraisal scheme for the managers which laid greater emphasis on increasing business and the profits which can be earned by promoting new packages.

In this case reshuffling of regional managers was undertaken and also the appraisal schemes got modified. Subsequently, the branches were operated as profit centres and individual targets were fixed for different schemes in consultation with the branch staff. This case clearly brings out the fact that branch operations were functioning independently of the corporate marketing objectives. The integration was brought about by the appraisal system developed by HRM.

Justification for the Adoption of Internal Marketing

It is clear that Internal Marketing is concerned with more than treating the employee as a customer, signifies that the organization should constantly endeavor to develop programmes and strategies for enhancing employee satisfaction in much the same way as external marketing plans which are continuously updated and improved to meet external customer demands. Internal marketing is becoming increasingly important and growing recognition as an implementation tool for adoption by all organizations. Prasad and Steffes (2002) mentioned that internal marketing must precede external marketing and if not the organization may offer a service it is unable to provide. From the organizational perspective, the need of the hour is a well-structured and rationalised internal marketing approach that can significantly improve employee relations with management and overall organizational competitiveness and performance. Only then can these organizations hope to respond to the challenges presented by globalization (Budhwar, 2009). There are a number of areas where internal marketing can play a vital role:

Management of Change: Many companies are undergoing some form of transformation through mergers, alliances, or downsizing. The need for communication is stronger in these circumstances. Moreover, constant organizational change can loosen the ties between employer and employee. Internal marketing can bring the parties together with shared goals and values. Internal marketing may be used to place and gain acceptance of new systems such as the introduction of information technology and new working practices, and other changes. It creates good coordination and cooperation among departments of the business.

Building Corporate Image: When companies change their brand, their name, or their values, it is essential to communicate the change to all stakeholders including employees. Internal marketing can play a key role in creating awareness and appreciation of the company's aims and strengths; as all employees are potential company ambassadors. It integrates business culture, structure, human resources management, vision and strategy with the employees' professional and social needs.

Employee Empowerment: Internal marketing empowers employees and gives them accountability and responsibility. Zeithaml and Bitner (1996) stipulated that many organizations accept that in order to be responsive to customer needs, front-line staff need to be empowered to accommodate customer requests and to recover on the spot when things go wrong. As companies empower staff to build stronger customer relationship, internal marketing underpins the drive for greater involvement, commitment, and understanding. For employees to fully appreciate their jobs (i.e. the internal product), they must be allowed more latitude in dispensing their duties (Gronroos, 1981). Berry & Parasuraman (1991) believe that empowerment should be an essential aspect of internal marketing. Empowerment is the process of enabling or authorizing an individual to think, behaves, take action, and control work and decision making in autonomous ways (Rafiq & Ahmed, 1998).

Employee Satisfaction: In service environments in which customers are highly demanding of employees, coupled with employees who in turn hold high expectations from their jobs as sources of self-actualization and self-development. Under these conditions, internal marketing approach can assist in creating more satisfied customer-contact employees who appreciate clearly the logic and benefit of courteous, empathetic behavior when dealing with

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customers, lead to greater customer satisfaction. Internal marketing which aims at reducing interdepartmental and inter-functional conflict and developing the co-operation and commitment needed to make external marketing strategies work.

Inter-functional Coordination & Integration: A major impetus of internal marketing amongst other things is to be a vehicle for internal strategic implementation (Winter, 1985). This can be done through inter-functional coordination and integration. The concept is defined as the coordinated utilization of an organisation's resources in creating superior value for target customers (Narver & Slater, 1990). When an organisation is able to use its resources effectively to create value, it will ensure long term profitability thus improving business performance. The role of internal marketing in integrating marketing and personnel functions must be to the extent in which personnel become a resource for the marketing function (Glassman & McAfee, 1992; Nahavandi et al, 2008).

Customer Orientation: Gronroos (1981) first allude to the fact that customer orientation is the driving force for internal marketing. This is especially important for services organisations where the most crucial part of the business occurs during employee-customer contact. Hence, internal marketing's aim is to get motivated and customer-oriented employee.

SWOT Analysis for Adoption of Internal Marketing

Strengths	**Weaknesses**
• Management of change • Building corporate image • Employee empowerment • Enhancing Organizational Commitment • Employee satisfaction • Inter-functional coordination & integration • Customer orientation • Marketing-like approach	• Trying to extend their influence • Dependence on techniques and concepts • Overemphasis on the importance of frontline personnel • It stresses on individualism
Opportunities	**Threats**
• Can act on 'Think Customer Act Customer' approach to internalize the marketing methods	• Individuals have different behavior regarding decision. They can perceive the decision as wrong, that organisation have taken

Conclusion

In the tourism service industry, human resources are the only assets that need to be nurtured generously. Many enterprises corroborate that their employees are their most valuable resource. Keeping talent within organization is now becoming a central goal for HR professionals. Organizations provide freedom to their employees to perform by attaching them to a right job profile according to their preference and they are constantly encouraged to grow up the ladder through regular trainings. The training should be focused on what the employees are expected to achieve along with the motivation, they should also be equipped with enough tools to help themselves on their way. Customers often base their perceptions of the service on the quality of the interaction with service personnel. Service industry organizations now recognize the importance of quality and attempt to exceed the expectations of customers. For this reason it is essential that the employee is motivated to consistently deliver a high quality service experience to the customer. Motivation is especially important when employees operate in a boundary spanning position, as this involves high levels of stress and burn out.

In this paper internal marketing is proposed as a mechanism for ensuring the motivation of employees in tourism organisations. The implementation of an internal marketing program ensures that motivation is at the forefront of managements' priorities and is not solely the responsibility of human resources but must be adopted by all managers throughout the organization. It is believed organizational problems are internal and not external and therefore implementation of an internal marketing program creates the opportunity to improve quality throughout the organization (Prasad & Steffes, 2002). It can be concluded that internal marketing is a tool that harnesses the employee power and creates an environment where every member acts as both a client and a customer in order to create responsibility.

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Water Quality Status of Pushkar Lake as a Primary data for Sustainable Development

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ABSTRACT

A variety of environmental goods and services provided by lakes make them vulnerable to human demand. Society's demand for economic gains has contributed to the deterioration of water quality and aesthetic value of lakes. Pushkar Lake situated in the pilgrim town of Pushkar has been the main source of livelihood for the residents of this town. It is facing multifold pressure due to domestic and agricultural discharge, intermixing of storm and sewage water and congestion of areas in and around the lake. Different ghats of the lake exhibited variations in physicochemical parameters through a period of two decades. Most of the parameters were found to be slightly higher than the IS permissible-limit (IS-10500:1991).This paper addresses two prime concerns –the water quality status of the lake and identifying the indicators of sustainable development to facilitate operationalizing and evaluating the concept at Pushkar. It is concluded that in its present form, tourism in the study area does not meet the criteria for true sustainable development. With little or no interest and intervention from the government, tourists often tend to mishandle the resources. The ecological degradation is clearly visible in the quality of lake water which has deteriorated with time. More involvement of the community in tourism planning, could unlock significant potential for developing ecotourism that brings sustainable economic benefits to the community and promotes environmental protection.

KEYWORDS: *Pushkar Lake, Physico-chemical analysis, Biological oxygen demand, pesticide residues*

Introduction

Tourism industry is a major contributor to the gross national product of many nations (Riege and Perry, 2000).It is desired worldwide for its potential to generate income and economic growth, tourism is expanding fast and ispredicted to double in the next 15 years (WTTC,2007).The concept of destination in tourism varies depending on the various stakeholders in the tourism business. Every destination is a unique whole, in which physical, historical, cultural, social, administrative or functional factors mix in such a way that they produce spatial and functional tourism reality. A lake as a tourist destination is generally a functionally compact regional whole with clear geographical limits. The lakes and reservoirs all over the country are in varying degrees of environmental degradation (Reddy M.S. and Char N.V.V., 2004). The Pushkar Lake is one such pilgrim lake which is central to all tourist activities in the town of Pushkar. Society's demands for economic gains have contributed to the deterioration of water quality and aesthetic value of lakes (Ranade, 2008). Sustainability of Pushkar is by and large dependent on the lake. The real challenges lie in operationalizing sustainable development at Pushkar.

Study Area

Rajasthan because of its rich historical, cultural and environmental heritage coupled with various fairs and festivals has become a favorite destination for tourists all over the world. It had a record arrival of more than 11.3 Lakh foreign tourists and 187 lakh domestic tourists during 2005, witnessing a 17% rise in domestic tourists and 16% rise in foreign tourists as against 2004 figures (City Development Plan, 2006). Pushkar is situated 12km northwest of Ajmer. It is known as the king of the 'Tirthas'. It is believed to have been created by the falling of lotus from the hand of Lord Brahma and hence is associated with sacredness and divinity. It is located at a latitude of 26°27' North and longitude 74°37' east at an elevation of 530m above sea level. Pushkar lies on the eastern fringe of the Thar Desert. The town is saucer shaped with the Pushkar Lake as the centre of the saucer. The soil and topography of the town is predominantly sandy with very low water retention capacity. The climate of the town is semiarid with dry and hot summer and cool winter. The catchment area of Pushkar Lake is 1,124 hec. And the lake area is 12 hectares. The depth is approx. 8.3m with a water holding capacity of 79,287 cu.m..This semicircular lake is surrounded by hills on three sides and sand dunes on the fourth. The lake has 52 Ghats which connect the temples to the water. The main economic driver of the town is tourism which promotes the other key industries. Pushkar is witnessing an unprecedented growth of nearly 50% per annum in influx of both domestic and foreign tourists. In 2005, Pushkar attracted 8% of the total domestic tourists coming to Rajasthan while the share of foreign tourists was 5.6%. Pushkar being predominantly pilgrimage town, temples have been the main source of livelihood for centuries. The satisfaction of tourism requirements must not be prejudicial to the social and economic interests of the population in the tourist areas, to the environment or above all to natural resources which are fundamental attractions of tourism (Joint Declaration, World Tourism Organization and United Nations Environmental Programme, 1982).

Tourist arrivals in Pushkar:

Over the last five years there has been a steady rise in the domestic tourist arrivals in Rajasthan except for 2003 when there was a drop in domestic tourists numbers.2005 recorded a 45% increase in domestic tourists and 44% rise in foreign tourist arrivals.On an average nearly 4000 tourists visits visited Pushkar daily (in the year 2005).Pushkar has a steady base load of about 100,000 domestic tourists and about 4,000 foreign tourists in a month.The figure shoots up in the month of November for the Pushkar fair.

Tourist Arrivals in Pushkar from 2001-2005

Tourists	2001	2002	2003	2004	2005
Domestic	8,65,000	11,61,859	9,37,850	10,65,703	15,48,600
Foreign	46,182	28,413	31,190	43,980	63,312
Total	9,11,182	11,90,272	9,69,040	1,109,683	1,611,912

Source: Rajasthan Tourism Department, January 2006

Profile of tourists visiting Pushkar is of three types:

(i) The largest segment comprises domestic tourists visiting the town for just a day primarily for performing pujas and other rites.

(ii) A small segment of premium domestic and foreign tourists visiting for a day /two,much of them are during the Fair

(iii) A small segment of foreign tourists who are on long stay(a month or more).commonly referred to as 'backpackers'

Each of these types of tourists has different needs and place different levels of burden on the town infrastructure.

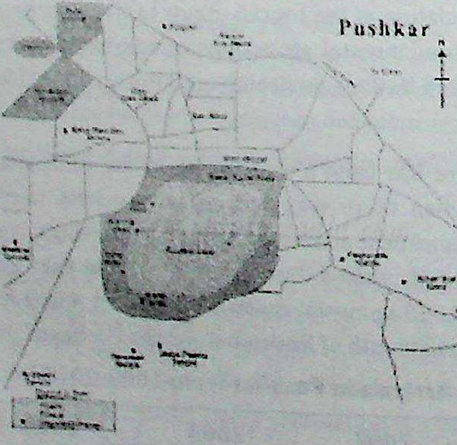
Materials and methods:

Water samples were collected from three ghats of Pushkar Lake. Out of 52 Ghats only four ghats which were primarily used were studied. Three Ghats namely GauGhat, Brahma Ghat and Saptarishi Ghat are used for bathing whereas Jaipur Ghat is used for dispersion of ashes.

Water Analysis

The water samples were collected for a period of 12 months starting from January 2010 to December 2010. The parameters included temperature, pH, conductivity, dissolved oxygen (D.O), biological oxygen demand (B.O.D.), alkalinity, total hardness, sulphates, chlorides, fluoride, phosphate, potassium. For the estimation of D.O. and B.O.D. water samples were fixed at the sites.

All the collected water samples were analyzed within 24 hrs. Samples were collected in triplicate from each site during the four quarters of the year using PET bottles as per standard procedures. The collected samples were stored at 4°C. All the nalysis methods followed standard procedures mentioned in 'Standard Metods for Examination of water and Waste water 20th Edition (1998),"published by APHA and "Chemical and Biological Methods for Water Pollution Studies "by Trivedi and Goel (1986).



Results and Discussion:

Physicochemical quality of different water samples are shown in the above Table 1 and 2.The correlation coefficient matrix between each two parts of parameters were estimated to conclude the relationships between different physicochemical parameters (Table-4).It can be summarized as follows:

Table No-1 Analysis of Physico-chemical parameter in water of Pushkar Lake

Parameter	Jaipur Ghat		Gau Ghat		Brahma Ghat		Saptarishi Ghat	
	Average 1989-90	Average 2010	Average 1989-90	Average 2010	Average 1989-90	Average 2010	Average 1989-90	Average 2010
Temp. Range	15°-40°	15°-32°	16°--40°	15°-40°	15°-41°	16°-42°	15°-40°	15°-34°
pH	7.2	7.96	7.9	7.96	7.4	7.7	7.2	7.8
DO	5.38	5.35	5.35	5.45	5.21	5.13	5.2	4.88
BOD	4.4	4.5	4.4	4.2	3.85	4.2	3.7	4.7
Total Alkalinity	120	135	110	130	104	150	120	125
Chlorides	16	61	20	70	24	62	20	60
Sulphate	32.9	39.20	32.2	46.40	33.4	46.4	50.2	49.9
Fluoride	0.04	.22	.07	.34	.04	.35	0.32	.20
Phosphate	.02	.20	.02	.19	.25	.35	1.20	.30
Sodium	38	37	36	36	36	37	38	36
Potassium	3.8	3.1	3.8	2.4	2.9	2.6	8.7	4.8
Conductivity	.32	.42	.37	.42	0.25	.42	0.34	.41

Table No-2 Analysis of Physico-chemical parameter in water of Pushkar Lake

Parameter	Jaipur Ghat	Gau Ghat	Brahma Ghat	Saptarishi Ghat
	Average 2010	Average 2010	Average 2010	Average 2010
Temperature Range	15°-42° ±0.06	15°-41° ±0.03	15°-42° ±0.02	16°-41° ±0.01
pH	7.5±0.05	7.8±0.26	7.7±0.06	7.6±0.14
Dissolved Oxygen	4.8±0.28	4.98±0.06	4.78±0.23	4.7.±0.19
BOD	4.8±0.32	5.4±0.17	4.82±0.31	4.7±0.09
Total Alkalinity	140±0.09	120±0.20	120±0.11	130±0.20
Chlorides	50±0.02	50±0.08	40±0.16	45±0.04
Sulphate	33.5±0.10	35.10±0.13	51.4±0.19	6.0±0.11
Fluoride	0.4±0.44	0.4±0.18	0.40±0.17	0.38±0.28
Phosphate	1.20±0.15	1.0±0.17	1.25±0.10	1.20±0.25

Parameter	Jaipur Ghat	Gau Ghat	Brahma Ghat	Saptarishi Ghat
	Average 2010	Average 2010	Average 2010	Average 2010
Sodium	40±0.14	50±0.16	45±0.32	40±0.18
Potassium	9.1±0.33	9.0±0.31	8.8±0.52	9.1±0.20
Conductivity	0.37±0.24	0.44±0.14	0.44±0.26	0.44±0.23

Table No. 4: Correlation between Physiochemical Parameters in Water of Pushkar Lake

	pH	Temp	DO	BOD	TA	Cl	S	Fl	P	Na	K	Cond
pH	1.000											
Temp	-0.775	1.000										
DO	0.677	-0.931	1.000									
BOD	0.780	-0.986	0.975	1.000								
TA	-0.944	0.522	-0.427	-0.537	1.000							
Cl	-0.135	-0.522	0.545	0.493	0.455	1.000						
S	0.344	-0.127	0.420	0.285	-0.398	-0.264	1.000					
Fl	0.258	-0.333	0.649	0.483	-0.174	0.174	0.903	1.000				
P	-0.640	0.977	-0.884	-0.942	0.353	-0.667	0.044	-0.225	1.000			
Na	0.944	-0.870	0.869	0.910	-0.818	0.091	0.501	0.522	-0.746	1.000		
K	-0.548	-0.000	-0.120	-0.104	0.739	0.739	-0.793	-0.471	-0.213	-0.492	1.000	
Cond	0.775	-0.333	0.085	0.273	-0.870	-0.522	-0.071	-0.333	-0.225	0.522	-0.471	1.000

The temperature of water varied between 15°-41° during 1989-1990 and has reached a range of 15°-42° during 2010.Temperature plays an important role in the physical and chemical characteristics of Pushkar Lake. It seems to have a pronounced effect on the rate of CO_2 fixation by phytoplankton (primary productivity). In addition temperature affects the bacterial activities which are responsible in the decomposition of organic matter for nutrient cycling as well as solubility and liberation of dissolved gases like O_2, CO_2, and NH3 etc. The average pH values for 1989,2000 and 2010 were 7.2, 7.9 and 7.8 respectively. The desirable limit of pH recommended by IS is 6.5-8.5.This was positively correlated by the pH of Ganga and Ghaghara river water where the pH ranged between 7.3 to 7.9 (Gupta ,2003).The pH value of Morana river was also in the alkaline range (Mussadiq, 2002).The reason for the alkalinity may be due to mixing up of the alkaline chemicals, soap and detergents etc. produced due to commercial, agricultural and residential activities. On the other side the pH value of water according to Target Water Quality Range (TWQR) for domestic use is 6.0 to 9.0 (Mishra and Yadav, 1978). E.C. Values in lake water varied from 0.32 µmhos/cm in 1989-1990 to .44 µmhos/cm in 2010. The absolute maximum value was measured at Gaughat. The desirable limit of total hardness is 300-600 mgL^{-1} in water as per IS. The Total hardness has been found to vary from 180 mg/l to 319 mg/l. Similarly total alkalinity was also found to increase from 104 mg/l to 130 mg/l. The permissible limit of alkalinity in the water samples is 200-600 mgL^{-1} (IS). TDS,Total Alkalinity(Maruthanayagam et.al.,2003) showed their maxima in summer. The permissible limit of chloride content in the water is 250-1000 mgL^{-1} (IS). The amount of chlorides has also been found to increase from 16 mg/l to 50 mg/l.. The National River Water Quality (NRWQ) standard range is 45-155 mg/l (Singh *et al.*, 2008). The amount of sulphates was found to increase from 32.9mg/l to 50.1 mg/l. The average NRWQ standard range for sulphates is 200 mg/l. The results were similar to Lake Nasser (Toufeek and Korium) in which sulphates varied from 5.15 mg/l to 13.8 mg/l. The permissible limit of fluoride content in the water is 1-1.5 ppm (IS). The fluoride levels were found to increase from .04 in 1989-90 to .35 in 2010. Phosphate levels were found to be as high as 1.20 mg/l in 2009-10 from .02 mg/l in 1989-90. Sodium levels were found to be as high as 50 mg/l during 2010 from 36 mg/l in 1989-90. Potassium level on GauGhat and Saptarishighat was found to be 9.0 mg/l and 9.1mg/l during 2010. The low oxygen level was recorded during summer (Toufeek and Korium) due to the removal of free oxygen through respiration by bacteria and other animals (Korium and Toufèek, 2008) as well as the oxygen demand for decomposition of organic matter. There is a very strong negative significant relationship between DO and water temperature. Dissolved oxygen was also found to be declining from 5.35 to 4.70 mg/l .The Biological oxygen demand (BOD) has also been found to increase from 3.7 in 1989-90 to 5.4 mg/l in 2009-2010. Besides pesticide residues were also found in trace amounts in the water samples as shown in Table 3.

Table No-3 Pesticide Residue in water of Pushkar Lake: Table

	Total BHC	Aldrin	Dieldrin	Total DDT
Bharatpur Ghat	6.50	NT	NT	NT
Jaipur Ghat	8.41	NT	7.80	2.53
Gau Ghat	8.40	NT	5.66	1.76

Source: Pushkar Municipal Board

The data reveal that only eight pairs of physiochemical parameters (x and y) show high degree of positive correlation (>0.90) (Table 4).The high positive correlated values were found between BOD with Temp (0.986), Total Alkalinity and Na (0.944), Phosphate and Temp (0.977), Na and BOD (0.910), However, Conductivity with DO (0.085) and Phosphate with sulphates (0.044) showed weak correlation. The positive value of correlation coefficient 'r' ranged from 0.000 (Between Potassium and Temperature) to 0.986 (between BOD with Temp). On the other hand low negative correlation value of 'r' ranged between Potassium and Temperature (-0.000) as well as Total Alkalinity and pH (-0.944). The study reveals that correlation of BOD with pH, Temp and DO and Na with pH, DO, BOD, sulphates and Fluoride is highly significant. Keeping in view the above investigation, the correlation of physico-chemical parameters of the ground water indicates that all the parameters may be more or less correlated with others. The negative correlation between dissolved oxygen and water temperature was also observed by Singh et al. (2000). *Sharma et. al.,* (2001) studied the ground water quality of an industrial town Bhilwara, Rajasthan and reported that correlation among various physicochemical characteristics of ground water samples of 195 hand pumps of Bhilwara has highly significant (>0.90) positive correlations for parameters TH and EC with Mg, Cl and TDS. Thus it was concluded that the ground water of the study area was not potable and most of the parameters were found beyond permissible limit.The drop in water table of Pushkar Lake is of serious concern as the water table has fallen from 10.5 below ground level in 1971 to 23.81m below ground level by the year 2004.The maximum level of lake has come down gradually to 4.6 m during the last 10 years.This low level not only disappoints the pilgrims but also affects the water quality.

Conclusion:

Currently there is an unsustainable approach to managing tourism at Pushkar. The ecosystem process of the lake has been altered and has resulted in loss of biodiversity, eutrophication, siltation and toxic contamination over the years. Lakes are closed ecosystems and hence pollution tends to accumulate in the lake body. High pollution and silting of the lake are causes of serious concern. Congestion of areas in and around the lake have restricted the natural drainage into the lake .Water quality in the lake has been deteriorating continuously primarily due to uncontrolled flow of sewage and waste water and disposal of solid waste in the catchment drains. Regular offerings of flower and bone ash have caused the water quality to deteriorate further. Excessive siltation also results in reduction of carrying capacity of the lake resulting in shrinkage of the lake. During the last ten years the maximum level has gone down to 4.6m (City Development Plan,2006).This not only disappoints the pilgrims but also affects the water quality. An intense tourist activity within the limited space and fragile environment of lake has caused adverse impacts on its water quality. There are growing concerns over the impact of sewage discharges from local lodges and settlements. If there are no proper regulations, growing tourist activities, roads and other infrastructure lead to adverse impact on the fragile lake ecosystems. Environmental attitudes and preferences may not have enough explanatory power for sustainable behavior of tourists(Dickinson and Dickinson,2006).Assumptions based on incomplete information may lead industry and government to waste resources and energy by making demands that will conflict with tourist choices. A good understanding of how attitudes ,personalities and lifestyle influence tourist choices will support the design of more effective policies (Cao and Mokhtarian,2005) and of successful propositions of sustainable tourism products that match tourist's willingness to behave in an environmentally responsible way(European Environmental Agency,2005)

Recommendations:

- It is suggested to channelize and line the feeders so as to increase the water storage in the lake.
- Seasonality of tourist inflow is a serious concern. Huge inflow of tourists in a short period places tremendous pressure on civic amenities and other available infrastructure. Pushkar needs to find out a mid way between providing quality services to its tourists and at the same time does not results in undue stress to its infrastructure.
- There is a lacuna on easy availability of information about the town from tourist's perspective.
- Regulations regarding proper town planning need to be enforced as early as possible.
- High bathing rates, offerings and inflow of sewage needs to be checked and controlled by the local authorities

- The drain network should be strengthened to enhance water storage capacity.
- Rejuvenation of Lake through measures like conservation, maintenance of water quality, regular cleaning, weeding, treatment of water and screening should be done.
- Conservation of Ghats and improvement of Catchment through aforestation should be the prime focus of the stakeholders.

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An Exploratory Study to Assessing the Online Satisfaction of Foreign Tourists Visiting Pushkar

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ABSTRACT

Technology had a great impact on different industries. Tourism is not exempted from that. Several firms have offered their tourism services on-line and claim that they offer better their services comparing with the traditional travel agencies. But what is important is the perception of their customers. In this research different determinant of tourists' satisfaction of on-line tourism was investigated. Then this study has showed how much e-tourism could satisfy tourists in each of mentioned factors comparing with the traditional travel agencies. The data was collected from 74 foreign tourists visiting Pushkar. Z-test was used to ascertain the hypothetical relationship between the variables. The study revealed that the foreign tourists are satisfied with the on-line service compared to the traditional travel agencies. Findings of this study can help the managers of e-tourism firms and managers of traditional travel agencies who plan to enter the e-market, by the paying special attention to financial security and quality of information. From the theoretical point of view, the study has demonstrated the workability of e-satisfaction model as a useful instrument for measuring the tourists' online satisfaction. The e-satisfaction model is, therefore, recommended as an instrument for future research for measuring the tourists' online satisfaction, as it specifically address the multi-dimensional character of tourist satisfaction.

KEYWORDS: *E-satisfaction model, Tourist satisfaction, Tourist perception, E-Tourism*

INTRODUCTION

India is an incredible destination for the international tourist for it offers myriads of cultural experiences unparalleled in the world. Tourism industry is highly service driven and consists of a number of different sectors including but not limited to travel, hospitality and visitor services sector. Within each of these sectors there are a number of independent enterprises that provide a range of services. Online (websites) service is one of them. International tourists depend on online services for traveling and purchasing tourism products. Tourism is the world's largest and fastest growing industry, generating 12 percent of Gross Domestic Products (GDP) in the year 2002 and more than 198 million jobs worldwide. According to world travel and tourism council (WTTC, 2002), this contribution is expected to grow to 10.6 percent of GDP by the year 2012, account for 249 million job across the globe (Paajarvi, 2004).

It is widely recognized that Information and Communication Technologies are rapidly expanding and have affected the way business are performed and the way organizations compete (Porter, 2001). Organizations adopt e-business for several reasons and perceived benefits. Some of these benefits include better management of information, better integration of suppliers and vendors, better channel partnership, lower transaction cost, better market understanding, and expanded geographical coverage.

The tourism industry is a consumer of a diverse range of information and a main user of these technologies. The technologies have affected the way tourism organizations conduct their business and in particular, the way organizations distribute their tourism products in the marketplace.

Tourism has three stages; First stage is when potential tourists are searching for different tourist services, airline tickets, hotels etc in order to plan their trips. This stage is called pre-trip stage. The second stage begins when tourists start their trip and ends when they arrive to their first departure or furnish their trip. The mentioned stage is called in-trip stage. The third and final stage follows the previous stage and consists of the services which tourist service providers offer their customers after trip.

Because of the dependence of tourism especially its first stage upon the supply and exchange of information throughout the production and distribution chain, the tourism industry has proved particularly suitable for the adoption of IT (Bennett and Radbum, 1991).

Since websites of tourist's providers are important factors for the development of tourism industry, it is important to often check if it fits the needs of prospective customers or not. Given the role a web site plays as the only interface between a user and a company, effective website design must be seen as a prerequisite for successfully instituting an Internet commerce initiative.

Although more than ten years has passed since the use of internet and websites for travel agencies, still there is room for improvement. Therefore a valid and empirically reliable measure that captures users' evaluation of the organization's website and online tourist satisfaction measurement is essential.

REVIEW OF LITERATURE

The Internet literature review (i.e. consumers' reactions to Internet use about information search and purchase experience) permits to identify and analyze the relevant elements of e-satisfaction structure, needed to include as explanatory variables in regression models developed in this study. "Convenience" is the most important factor of consumers' satisfaction with Internet using and is related to speed, easy access to information at low cost (i.e. time, effort and displacement) where everything can be found in a minute without time or geographical restraints. In the consumers' perception, Internet shopping convenience is related to an easy way of shopping and reducing total time spent on purchase (Szymanski & Hise; 2000; Kim & Lim, 2001), a pleasant way of shopping and delivery time (Jarvenpaa & Todd, 1997; Alba et al, 1997) and the perceived relation - cost / delivery time (Shim et al, 2001). Additionally, the human interaction loss in electronics services and retail has different effects on consumers' satisfaction (Meuter et al, 2000; Forman & Sriram, 1991).

"Site design" quality depends on functional and attractive elements as: ease of browsing, a standard language use, interface design, information search engine in virtual stores, pages actualization, clear information contents, the largest number of "clickable" items (Jarvenpaa & Todd, 1997), an organized presentation (Szymanski & Hise, 2000), interactivity tools available, a good reality simulation and product's virtual experimentation possibility (Shim et al, 2001; Alba et al, 1997). Attractive web pages presentation should contain animated gifts, sound, video and entertainment contents like advertisement (Kim & Lim, 2001). However, some consumers react negatively to web banners, because they interrupt and slow down a web page (Szymanski & Hise; 2000).

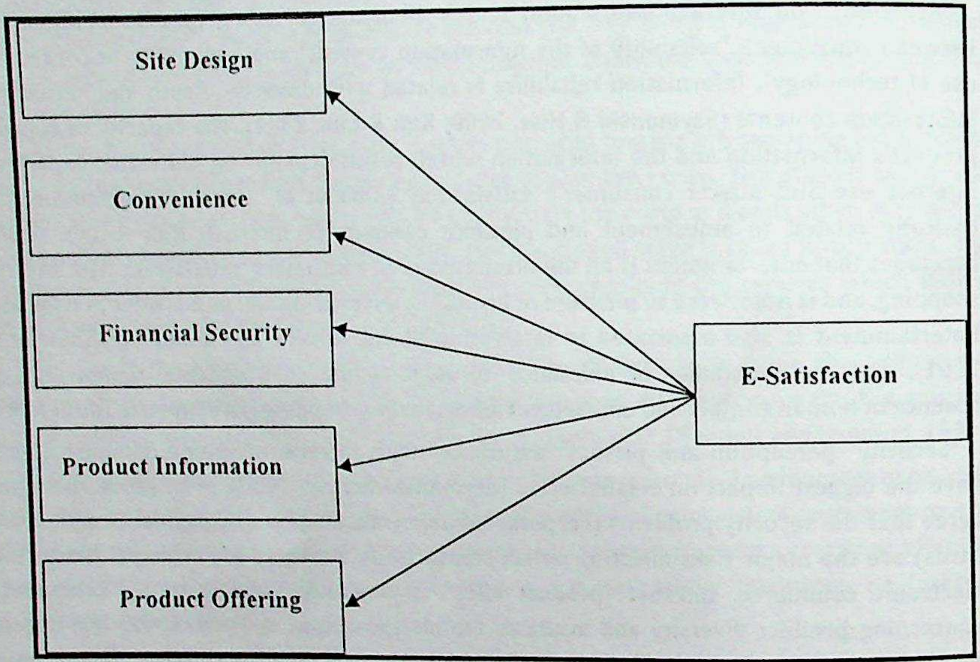
"Reliability" on Internet information search elements reveals a perceptual dichotomy between consumer's "reliability of the information content" and "reliability in control and use of technology". Information reliability is related with diversity, depth and actuality of information contents (Szymanski & Hise, 2000; Kim & Lim, 2001). The capacity to compare product's information and the information search result depends on individual capacity of Internet use and affects consumer's satisfaction (Alba et al, 1997). "Entertainment" is basically related to amusement and pleasure contents in Internet. Kim & Lim (2001) concludes that entertainment is an important factor of consumers' satisfaction with Internet shopping, and is associated to pleasure of browsing, advertising and bonus offer in web sites. Entertainment is also associated to interesting places to visit and shopping (Shim et al, 2001), and the possibility of animation through virtual environments, minimizing the absence of human contact and amusement associated to shopping (Jarvenpaa & Todd, 1997).

"Security" perception and privacy "assurance" with Internet shopping demonstrates to have the biggest impact on e-satisfaction (Szymanski & Hise, 2000). Most researchers also agree that the security problems (i.e. personal data transmission and payments with credit cards) are the major risks affecting online transactions, acting as the principal barriers to electronic commerce. Internet "product offer" is generally satisfactory for consumers, concerning product diversity and available brands (Jarvenpaa & Todd, 1997) but doesn't demonstrate a significant impact on e-satisfaction (Szymanski & Hise, 2000). Other major critical elements are related to risks inherent to catalog purchase: product performance (i.e. guaranty, possibility of sensorial experimentation or product return) and supplier confidence (i.e. unknown supplier with no physical address, non-fulfillment of delivery promises) (Shim et al., 2001; Jarvenpaa & Todd, 1997). Other consumer's expectations, concern lower price products or a perceptual price/convenience relation (Jarvenpaa & Todd, 1997; Bakos, 1997), transaction costs reduction and a higher delivery speed (Shim et al, 2001; Alba et al, 1997).

E-SATISFACTION MODEL

Several pieces of research have been conducted to examine website satisfaction (Szymanski and Hise, 2000; Liu, Arnett and Litecky, 2000; McKinney, Yoon and Zaheki, 2002; Mills and Morrison, 2003; Shchiglik and Barnes, 2004). Different models have been developed to measure the websites in different domains. Some are designed for commercially oriented websites while others might be specifically for the tourism-related field. Due to different characteristics of the websites, the above e-satisfaction model applied different constructs to measure website satisfaction. Overall, information quality and system quality are widely adopted in most models. Information quality examines the relevance, accuracy, timeliness, ease of understanding and valuable of information. System quality can test if the website is quick to load, of clear design, simple to use and easy to navigate. These two dimensions are more generalised in testing the satisfaction of various websites. This model argues that the measurement of different attributes of e-satisfaction can be categorized into five broad dimensions i.e. (1) Site Design, (2) Convenience, (3) Financial Security, (4) Product information and (5) Product Offering which is shown in below Figure 1.

Figure 1: Conceptual Model of e-satisfaction. (Source e-satisfaction: An initial examination, SZYMANSKI, HISE, 2000)



OBJECTIVES

The present study was carried out with the following objectives:

1. To measure the e-satisfaction level of foreign tourists visiting Pushkar;
2. To predict the key factors of perception towards e-tourism service quality of foreign tourists visiting Pushkar;
3. To examine the effectiveness of the e-tourism services and to determine if such services provided by tourism websites meet the needs of the foreign tourists as compare to traditional travel agencies.

HYPOTHESIS

In the light of above objectives, the following null hypothesis was formulated:

H_0: There is no significance difference between services provided by traditional travel agencies and tourism websites.

METHODOLOGY

Nature of the Study

The present study has been designed as exploratory as well as empirical one, based on the survey method. The study seeks to describe the state of affairs as it is collects the first hand information from the respondents. The data for the study was collect from the primary as well as secondary sources, with the help of standardized questionnaire. The study aims to measuring the e-satisfaction level of foreign tourists visiting Pushkar. More than 100 questionnaires were distributed to foreign tourists but only 74 filled-in questionnaires were received which make the sample size of the study. The sample was consists the foreigners who had experience e-tourism at least once before. Statistical tools such as Mean and Standard deviation were used to ascertain perception of the respondents. The z-test was used to test the hypothetical relationship between the variables. Statistical software such as Micro Soft Excel and SPSS (Statistical Package for Social Sciences) 17 were used to analyze the data.

Questionnaire Design

A satisfaction model was base of this study. This model is called e-satisfaction model conducting by Szimensky and Hise, 2000. This model investigated 5 aspects of satisfaction which are important in online purchasing. These aspects are: Convenience, Product offering, Product information, Site Design and Financial Security. The questionnaire starts with the demographic information. The next part of this questionnaire was related to five factors i.e. Convenience, Product offering, Product information, Site Design and Financial Security. At the top of this part of the questionnaire there was a description and asked respondents to compare their satisfaction in online tourism with off-line tourism (traditional tourism agencies) for each item. The answer were 5 point scale; 1. Much more worse than, 2; worse than, 3; The same, 4; Better than, 5; Much better than.

Respondents' Profile

According to age, while 4 tourists fell under the group of 18 to 24 years, 7 tourists fell under the age group of 25 to 34 years, 16 tourists belonged to the age group of 35 to 44 years, 21 to the age group of 45 to 54 years, 19 were 55 to 64 years and 7 were 65 years or above. The sample consisted of 45 male and 29 female respondents.

The table exhibits the occupation of the tourists. While 13 tourists were Executive/Manager, 8 were clerk, 3 were students, 31 were retired, 11 were house wives and 7 belonged to others.

The table also shows the purpose of the trip of the tourists, while 12 tourists visit for the purpose of business, 57 for Leisure and 5 for the purpose of visiting friend.

The demographic profile of the respondents is given in **Table 1.**

Table 1 : Respondents Profile

Variables	Frequency	Percent	Cumulative Percent
Age Group (in years)			
18-24	04	06	06
25-34	07	09	15
35-44	16	22	37
45-54	21	28	65
55-64	19	26	91
65 or above	07	09	100
Total	**74**	**100**	

Variables	Frequency	Percent	Cumulative Percent
Gender			
Male	45	61	61
Female	29	39	100
Total	**74**	**100**	
Occupation			
Executive/Manager	13	18	18
Specialist	08	11	29
Clerical work	01	01	30
Student	03	04	34
Retired	31	42	76
Housewife	11	15	91
Other	07	09	100
Total	**74**	**100**	
Purpose of this trip			
Business	12	16	16
Leisure	57	77	93
Visiting Friends	05	07	100
Total	**74**	**100**	
Use of Travel Agencies Services			
Less than one year	28	38	38
Once a year	14	19	57
Twice a year	08	11	68
Three times a year	12	16	84
Four times a year	07	09	93
Five times or more a year	05	07	100
Total	**74**	**100**	
Use of Tourism Websites			
Less than once a year	02	03	02
Once a year	08	11	14

Variables	Frequency	Percent	Cumulative Percent
Twice a year	14	19	33
Three times a year	11	15	48
Four times a year	18	24	72
Five times or more a year	21	28	100
Total	74	100	
Country/Region			
Western	27	36	36
Central Asia	12	17	53
Far East	21	28	81
Others	14	19	100
Total	74	100	

RESULTS AND DISCUSSION

Section – I - E-Satisfaction Model Results

Table 2 - Descriptive Statistics : (According to E-Satisfaction model)

Sr. No	Attributes	Mean	Standard Deviation
1	Satisfied with the time efficiency of purchasing from a tourist website comparing to going to traditional agencies.	3.6078	1.1575
2	Shopping from a tourism website from home, office, etc. comparing with going to and shopping from travel agencies.	3.2062	1.0461
3	Convenience of 24/7 operating hours of tourism websites comparing to the limited working hours of traditional travel agencies.	3.5686	1.139
4	Direct and immediate is the access of information in tourism websites comparing to traditional travel agencies.	4.3333	1.0677
5	The number of tourism services (Airline tickets, hotels, etc.) offered on internet comparing to traditional travel agencies.	4.2156	1.1266
6	Variety of tourist services (Airline tickets, hotels, etc.) offered on internet comparing with traditional travel agencies.	2.7254	1.0136
7	The quantity of information about airlines flights, restaurants, shopping, transportation etc. in tourism	4.3529	0.6304

Sr. No	Attributes	Mean	Standard Deviation
	website comparing to traditional travel agencies.		
8	The quality of information about information airline flights, restaurants, shopping, transportation etc. in tourism website comparing to traditional travel agencies.	2.4705	1.3727
9	Feel safe in online transactions comparing with traditional travel agencies.	2.1764	1.3224
10	Availability of a formal privacy in tourist websites comparing with traditional agencies.	2.0196	1.1224
11	Friendliness and ease of use of the tourist web sites.	4.3921	0.6887
12	Attractive web site design.	3.7451	0.8888
13	Interactive and helpfulness of the tourist websites.	3.098	0.698
14	Presenting uncluttered screens.	4.0196	0.9324

Notes: 1. Score of more than three indicates that foreign tourists perceived that service delivery exceeds their expectation.

Dimensions Wise Analysis of E-Satisfaction Model

This gives more meaningful insights into the e-satisfaction level for the foreign tourists visiting Pushkar. The 14 attributes identifies for the study can be categorized into five dimensions of the e-satisfaction model. Among the five dimensions, 4 dimensions have greater score than the average score (3) and 1 dimension has less score than the average score. To put in other way tourists are satisfied with "Site Design", "Convenience", "Product Information" and "Product Offering", while tourists are not satisfied with the dimension "Financial Security".

Table 3 : Analysis of Foreign Tourists (Dimensions of E-Satisfaction Model)

Sr. No	Dimensions	Number of Attributes	Mean	Std. Deviation
1	Site Design	3	3.803	1.2745
2	Convenience	3	3.453	0.8645
3	Financial Security	2	2.091	0.9588
4	Product Information	3	3.411	1.0476
5	Product Offering	3	3.470	1.2247

Section II - Hypothesis Testing

Testing of Hypothesis H_0: To test H_0 (there is no significance difference between services provided by traditional travel agencies and tourism websites), we analyzed data by using one tailed z-test (left tail) taking the scores of e-satisfaction model at a given significance level of 0.05

The acceptance and rejection criteria for a left-tailed test can be given as follows:

Acceptance Criteria Z (Calculated Value) > -1.645 (Tabular value in case of one tailed test)

Rejection Criteria Z (Calculated Value) $\leq$ -1.645 (Tabular value in case of one tailed test)

Table – 4 : Hypothesis Testing of the Attributes

Sr. No.	Statement	Z-test Calculation $Z = \frac{\overline{X} - \mu}{\sigma} \times \sqrt{N}$	Accept/Reject of Statement
1	Satisfied with the time efficiency of purchasing from a tourist website comparing to going to traditional agencies.	$Z = \frac{3.6078 - 3}{1.1575} \times \sqrt{74}$ = 4.5162	Accept
2	Shopping from a tourism website from home, office, etc. comparing with going to and shopping from travel agencies.	$Z = \frac{3.2062 - 3}{1.0461} \times \sqrt{74}$ = 1.6956	Reject
3	Convenience of 24/7 operating hours of tourism websites comparing to the limited working hours of traditional travel agencies.	$Z = \frac{3.5686 - 3}{1.139} \times \sqrt{74}$ = 4.294	Accept
4	Direct and immediate is the access of information in tourism websites comparing to traditional travel agencies.	$Z = \frac{4.333 - 3}{1.139} \times \sqrt{74}$ = 10.044	Accept
5	The number of tourism services (Airline tickets, hotels, etc.) offered on internet comparing to traditional travel agencies.	$Z = \frac{4.2156 - 3}{1.1266} \times \sqrt{74}$ = 9.2818	Accept
6	Variety of tourist services (Airline tickets, hotels, etc.) offered on internet comparing with traditional travel agencies.	$Z = \frac{2.7254 - 3}{1.013} \times \sqrt{74}$ = -2.3318	Reject
7	The quantity of information about airlines flights, restaurants, shopping, transportation etc. in tourism website comparing to traditional.	$Z = \frac{4.3529 - 3}{0.6304} \times \sqrt{74}$ = 18.4614	Accept

Sr. No.	Statement	Z-test Calculation $Z = \frac{\overline{X} - \mu}{\sigma} \times \sqrt{N}$	Accept/Reject of Statement
	travel agencies.		
8	The quality of information about information airline flights, restaurants, shopping, transportation etc. in tourism website comparing to traditional travel agencies.	$Z = \frac{2.4705 - 3}{1.3727} \times \sqrt{74}$ = -3.3182	Reject
9	Feel safe in online transactions comparing with traditional travel agencies.	$Z = \frac{2.1764 - 3}{1.3224} \times \sqrt{74}$ = -5.3575	Reject
10	Availability of a formal privacy in tourist websites comparing with traditional agencies.	$Z = \frac{2.0196 - 3}{1.1224} \times \sqrt{74}$ = -7.5140	Reject
11	Friendliness and ease of use of the tourist web sites.	$Z = \frac{4.2931 - 3}{0.6887} \times \sqrt{74}$ = 16.1516	Accept
12	Attractive web site design.	$Z = \frac{3.7451 - 3}{0.8888} \times \sqrt{74}$ = 7.2107	Accept
13	Interactive and helpfulness of the tourist websites.	$Z = \frac{3.098 - 3}{0.698} \times \sqrt{74}$ = 1.2077	Accept
14	Presenting uncluttered screens.	$Z = \frac{4.0196 - 3}{0.9324} \times \sqrt{74}$ = 9.4068	Accept

According to the results, the z-test accepts the 9 attributes and rejects the 5 attributes (see Table 4). This suggests that there were quality service quality gaps in 5 service attributes. These results lead to accept the null hypothesis that there is no significance difference between services provided by traditional travel agencies and tourism websites with the e-satisfaction attributes.

Section II – Discussion

- The overall e-satisfaction of foreign tourists visiting Pushkar is to be found high.

- The descriptive statistics shows that while 10 attributes achieved the mean score more than three which lead to provide them satisfaction, while 4 attributes achieved the mean score less the three which shows that tourists are not satisfied with these attributes.
- While the attributes 'Variety of tourists services' (2.7254), 'quality of information' (2.4705), 'safe online transaction' (2.1764) and 'formal privacy' (2.0196) got less scores.
- The service attributes of 'friendliness and ease of use' (4.3921), 'quantity of information' (4.3529), 'immediate access of information' (4.333) and number of tourism services (4.2156) got the highest scores and provide the high satisfaction with these attributes.
- Hypothesis testing of attributes reveals that 'shopping from tourism websites', 'Variety of tourists services', 'quality of information', 'safe online transaction' and 'formal privacy' provide the dissatisfaction to the tourists in e-satisfaction model.
- The null hypothesis (H_0) that there is no significance difference between services provided by traditional travel agencies and tourism websites with the e-satisfaction attributes has been accepted on the basis of z-test. Thus the foreign tourists are satisfied with the service attributes of the e-satisfaction model.

CONCLUSION AND RECOMMENDATIONS

The results of this study have a number of practical implications for the operators of tourism websites in India and abroad who wish to ascertain tourists' e-satisfaction: First, the operators of tourism websites ought to provide 'quality of information' with 'safe transaction' in order to ensure high level of e-satisfaction to the tourists.

Second, tourism website operator should delight the tourists by exceeding their expectation to improve e-satisfaction. It is observed that tourists are satisfied with the 'site design', 'convenience', 'product information', and 'product offering' of the service dimensions provided by the operators but are not very much satisfied with the dimension 'financial security'. So they could be applied to the safe online transaction and improve more technology based service encounters. This involves guarding the users from the risk of fraud and financial loss; while conducting financial transactions.

As a result the findings of this study can help the managers of e-tourism firms and managers of traditional travel agencies who plan to enter the e-market, by the paying special attention to financial security and quality of information may produce the most positive outcome pertaining to e-satisfaction.

LIMITATION AND SUGGESTION FOR THE FURTHER RESEARCH

One limitation of this study comes from the fact that the field research was conducted only in Pushkar. A more extended geographical sample and also period of data collection may give a better picture regarding tourists' perceptions in relation to their e-satisfaction. The major limitation of the study is the usual size of sample. The results of the study surely will improve with a larger sample. With respect to the research setting, it is to be noted that most of the data was collected at a single point in time.

The result may vary for different profile of tourists. The population (foreign tourist) used in this study is a heterogeneous group that presumably has greater that average cognitive capabilities. Hence, there is an obvious need to replicate this study using the sample with common demographic profile to extend generalisability of results.

Moreover tourist industry consists of different parts it would be useful to re-exam this research in different sections of this industry, for example: Airlines tickets, booking, hotel reservation systems, museums etc.

It would be interesting, in further research, to correlate the perceptions of tourists in terms of tourism websites with the destination satisfaction.

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Religious Fundamentalism, Public Apathy and Destruction of Heritage Structures in India: Need for a Public Policy

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ABSTRACT

India having one of the oldest continuing civilization on the planet and is known for variety of language, folklores, arts, traditions, rituals, monuments and overall possess great cultural heritage. However in the recent time lot of challenges has posed serious problems for the cultural heritage of India. The challenges are from within rather than without. This paper has primarily looked into how heritage buildings and structures in India got threatened due to communal onslaught, public apathy and government's lack of will. Few cases of great importance have been dealt with an exclusive treatment in the paper. The author has also made an attempt to carve out a public policy and awareness program to address the problem.

KEYWORDS : *Religious Fundamentalism, Public Apathy, Heritage Structures, Public Policy*

Introduction

India having a rich past has poor sense of history. The lack of scientific historical writings in colonial and pre colonial India is an avowed fact, however it is also true in context of lack of respect and awareness people have regarding heritage protection and preservation even today. Some of the politicians in India justify demolition of such heritage building on the ground that many such buildings in India are symbols of colonial power. History, however, has to be preserved in its entirety. The Auschwitz concentration camp, where an estimated 1.5 million people were gassed and tortured by Nazis, is listed as a World Heritage site by UNESCO. According to UNESCO's definition monuments comprise- "architectural works, works of monumental sculpture and painting, elements or structures of an archaeological nature, inscriptions, cave dwellings and combinations of features, which are of outstanding universal value from the point of view of history, art or science."[1]

This paper has made an attempt to look into three aspects. Firstly, how religious extremism in form of communalism and rabid fundamentalism is responsible behind the destruction of monuments. Secondly, even greater threat than fundamentalism is the public and governmental apathy towards out cultural heritage. How large number of heritage buildings and structures are getting eroded, defaced, vandalised due to greed on the part of various agencies, groups and individuals and equally great is lack of awareness among the people about their rich heritage and it's purpose. Thirdly, an attempt have been made to make a public policy draft for the consumption of the people, the government and the concerned agencies under which monuments have been kept for protection and preservation.

Religious Extremism and Heritage Destruction

In January 2004 Sambhaji Brigade's attack on Bhandarkar Oriental Research Institute (BORI) at Pune where about 30,000.rare manuscripts, including a nearly millennium old manuscript of the epic Mahabharata, are kept was a shameful act on the part of Hindu right wing group. The mob destroyed or stole a number of ancient manuscripts. Even a manuscript belonging to Adi Sankaracharya was reported to get destroyed. Exact numbers of manuscripts that were destroyed or stolen during the incident is unclear there are varying press accounts. The whole controversy was resulted due to a book titled 'Shivaji: Hindu King in Islamic India', by James Laine, a British author. The work questions Shivaji's image related to the nationalist, religious, and caste identities that Shivaji had come to represent.[2] Named after Shivaji's son, the Sambhaji Brigade is comprised of Maratha caste members and is affiliated with a larger politico-cultural organization, the Maratha Seva Sangh. The brigade took offence to a remark made by the author about the parenthood of the Maratha king Shivaji.[3]

Another shameful act related to heritage destruction was the demolition of the sixteen century Babri Masjid on 6, December 1992 (built by Babar's General Mir Baqui) by Hindu fundamentalist forces for the ownership of the disputed Ramjanmabhoomi-Babri Masjid site on which the 500-year-old mosque stood. By far it was one of the darkest chapters in our history. It also severely dented India's image as a pluralist democracy committed to the secular character of its public space. The recent declared controversial judgment by the Allahabad High Court has shocked the historians and heritage lovers in the country. The judgment gave a sort of legitimacy of such vandalism and destruction of centuries old structures.

In 1984 the operation blue star and Indian army' entry into the Golden Temple at Amritsar to flush out the Khalistan terrorists wounded the sentiments of millions of devout Sikh and paved way for the assassination of Mrs. Indira Gandhi, the Prime Minister of India. In the ensuing battle Bhiderwale and man of his accomplices were killed.[4] Golden temple suffered serious damage, however attempt were made by the government to restore back the damages in the temple however, the trust deficit among the people remained at its lowest ebb.

Destruction of Bamiyan Buddhas in Afghanistan (Hindukush), once part of the greater Hindustan, by erstwhile Taliban attracted global condemnation. These about 2500 years old Buddha statues are on silk route and form world heritage. The diabolic Talibans fired at them with field guns and caused severe damage to the statues while entire world watched in dismay. There was indignation in India and other eastern countries.

Within a day of the Godhra outrage of February 27, the mobs destroyed the tomb of Wali Mohammad Wali, alias Wali Gujarati, in Ahmedabad. A frequent visitor to Gujarat, Wali wrote with great affection of its urban centres, particularly Surat. He died during one such visit in Ahmedabad in 1707 and was buried there. The people of Gujarat, then living in more enlightened times, proudly laid claim to his legacy by bestowing on him the title Wali Gujarati. Even today, Wali remains a cultural influence in the State.

Communalism Combat, the Mumbai-based campaign group, has prepared a list of about 230 shrines, tombs and mosques that were destroyed in Gujarat since the Godhra atrocity.[5] Religious seminaries and schools have also borne the fury of the mobs, with the epicentre of the destruction being naturally around Ahmedabad city and adjoining districts.[6]

Do we have a solution to this menace of the deliberate destruction of a heritage? Those that destroy such a heritage have no understanding for the concept and purpose of a cultural heritage. The law is equally handicapped in most of cases to book the perpetrators of the crime. The Indian History Congress has time and again passed resolutions against stopping the wanton destruction of cultural heritage and urged that accountability be fixed.[7] The ASI bears the responsibility for restoring these monuments and ensuring their protection against acts of sectarian violence. Large numbers of people need to be made conscious of the value of a monument.

Heritage and Public apathy

Act of defacement of heritage property were reported at the Satkhanda ruins in Lucknow, on which renovation work has still not been completed. Cracked window panes and graffiti-lined walls tell the sad story. Mr. O P Pathak, general secretary, Hussainabad and Allied Trust says, "It is true that there is lack of awareness among people to protect their heritage."[8] According to oral tradition, Satkhanda was built during the reign of Nawab Mohammed Ali Shah in the memory of his deceased daughter. The structure was designed along the lines of the 'Leaning Tower of Pisa' located in Italy. The bricks, plastered with lime and decorated with plaster moulding are getting desecrated by visitors. This is the unfortunate treatment to a heritage. Placing guards outside every structure is also not a practical solution. People should show sensitivity.

Mumbai's vintage clocks are in a poor condition but even civic bodies are unconcerned and unaware about some of them. When an RTI query was filed by social activist Aziz Amreliwala about the details of repairs carried out on three South Mumbai clocks at Bora Bazaar, Birla Krida Kendra, and Crawford Market, civic departments to whom the query was forwarded could not even find records of the first two clocks.[9] Built by Parsis during the British Raj, the Bora Bazaar clock marked time to feed horses. Beneath the clock was a well, where the horses were fed at fixed times. Crawford Market clock was set up in 1871. In 2004 it finally stopped ticking due to lack of maintenance.

In a city where real estates prices are among the highest in the world, old buildings are being bulldozed to give way to high-rise apartments. Buying a flat at Burz Khalifa in Dubai is cheaper than that in Mumbai and that's why no doubt Indians are on the top in the list in buying flats there as per the recent newspaper reports.[10] Gothic and Victorian style heritage buildings in posh southern Mumbai are most under threat.

The roof of Mumbai's most prestigious British building continues to leak and the walls are in a state of disrepair. A number of these houses were shut up, dilapidated and some had actually begun crumbling. Pillars had fallen down, windows had gone, or were hanging on by one nail or joint. It is obvious that they would soon become ruins. In some cases, the exquisitely carved lintels and other pieces had been taken out and sold. In some others the old buildings had been razed and new, rectangular blocks built in their places, which lacked any kind of identity or style. The slow destruction of our architectural heritage shows that there is ample room for learning from European countries as far as heritage management is concerned.

Mumbai's municipality has graded heritage buildings on the basis of their historical significance and physical condition. Kalaghoda in southern Mumbai has really brought some ray of hope for heritage buildings. Here the Sassoon Library building, Elphinstone College and the Army and Navy Building have been restored to their pristine glory. Considerable work has been done to uplift Victoria Terminus building, one of city's main landmarks.

City of Delhi is known for its medieval monuments, scattered in both the old city and new city areas. The ministry of culture has narrowed down on 12 historically significant monuments in Delhi that have virtually been wiped out, experts say that with rapid urbanization and encroachment at heritage sites, many more structures are slowly fading away. A 16th century gumbad in Nizamuddin basti — Do Siriya Gumbad is facing the problem of encroachment. Multi-storey buildings have virtually hid the tomb. This Lodi-period tomb continues to bear neglect by the authorities. The tomb is neither under central protection by the ASI nor included in the list of 92 monuments identified by Delhi government's department of archaeology for notification and conservation.

As the structure having Lodi architecture and is located on Lodhi Road it can be converted into a popular tourist destination. Humayun's Tomb, a world heritage site, is few hundred meters away from Do Siriya Tomb. The tomb is listed as an important heritage structure both by MCD and Intach, which has also given it a 'B' rating in terms of archaeological value.[11] However there is a serious need to pay attention to this significant heritage. Many structures of the medieval period near Tughlaqabad and Mehrauli have been already encroached upon.

According to the Hindustan Times reports, recently conducted Commonwealth Games witnessed a resurrection of a number of monuments in Delhi. About 17 monuments under Delhi government's Department of Archaeology and another 11, protected by the Archaeological Survey of India (ASI), have been illuminated during the Commonwealth Games. The Delhi Archaeology Department completed work on 17 monuments including several lesser-known structures like Bara Lao Ka Gumbad in Vasant Vihar. After much delay, the India Tourism Development Corporation finally completed lighting in the remaining ASI monuments.[12]

There is also good news for heritage lovers that Delhi government has decided to renovate Ghalib's Haveli in Delhi. A G K Menon, convener of the Delhi chapter of INTACH has been assigned to undertake restoration work of the Ghalib haveli. The Delhi government plans to finalise a proposal to restore the haveli of Ghalib and put up a museum there. To increase a sense of belonging among people for their cultural heritage there is also a plan for heritage walks in Shahjahanabad, which houses the haveli. Ghalib's haveli in Gali Qasim Jaan of Ballimaran is not a heritage monument and is therefore not protected by the ASI.[13]

Chennai, the oldest presidency town in India has some really marvelous heritage structures. Tamil Nadu government's decision in 2003 to demolish the historic Queen Mary's College (QMC) caused serious controversy.[14] The government's claim that the QMC buildings have little artistic merit is unfortunate and stunning. The bureaucracy-politician nexus has failed to recognise that any structure associated with historical events or figures deserve to be preserved. Who can forget the role QMC played in women's emancipation in India? There is a total mental paranoia among the blue blooded gentries.

The QMC issue made its way into the Madras High Court, where judgment has been reserved. In a further development a notification by the Union Ministry of Environment and Forests has banned demolition and reconstruction of heritage and historic buildings, and buildings of public use, including those used for educational purposes, on coastal areas without prior permission from the Ministry. The notification issued under the Environment Protection Act and Environment Protection Rules.[15]

The State government in Chennai has been indifferent to the cause of heritage preservation for too long. In the process many buildings, including landmarks such as Spencers, Bentinck's Building and Moore Market, each a little piece of history, have disappeared from the cityscape. Heritage regulations for the city are long overdue.

In 1900, the city was described as a "very charming old lady, gowned in old silks and laces". If the Tamil Nadu government continues to be apathetic towards the city's heritage, the charming old lady will be devoid of most of her old silks and laces.[16]

Before 1996 no obligatory archaeological assessment and archaeological clearance was mandatory within the environment impact assessment (EIA). After a long protracted battle, the Hazaribagh Chapter of INTACH reinstated it in l996. The entire heritage of the lower Damodar, cultural, social, ecological, archaeological, and built heritage was destroyed by the Damodar Valley project started in 1947 with big dams, coal mines, coal washeries, thermal power stations and industries.

United Nations Working Group on Indigenous Populations (UNWGIP) has duly recognised the endangered heritage of the Indigenous peoples of the North Karanpura Valley. The threats to the upper Damodar Valley (North Karanpura) region through unprecedented destructive development, cutting of thousands of trees for roads, railways, and exploitation of new opencast coal-mines, and displacement of people from over a dozen Adivasi villages is real. The plan to destroy a further 190 villages by coalmining activities has been noted in the international forum of the UNWGIP. The World Bank, which intended to give a loan of US$480 million, withdrew the loan in 2000 due to the protests of wildlife and social activists in India and the USA. It was determined that there was inadequate environmental and social rehabilitation plans by the coal company Central Coalfields Limited. The situation remains grim since India continues to use coal in thermal power plants and the entire heritage of the region is likely to get destroyed in the coming decades.

Two bridges which have been built at Hampi threaten the site and caused big controversy. There has been an international protest and Hampi may be taken off the list of World Heritage sites. This would have a negative effect on tourism and on our international image. Considerations for pulling down the bridges are being objected by the people living in the area. If the local communities would have been consulted initially and if they explained why the bridges threaten the site such situation would not arise. Bridge is not the real issue here indeed-commercialisation is.

Public Policy

It's time we must have a well thought public policy to deal with our rich cultural heritage. The refusal to observe the legal statutes protecting a site does not destroy heritage, but definitely devalue it. When there is such unconcern for the Taj and Hampi, how do we begin to protect other sites? Local community participation is needed to prevent the demolition of heritage structures. There is need to create a consciousness among people, and encourage those who live in the area to be the closest protectors of the site, provided they are aware of why it is important to preserve a monument or a site. It is wrong to expect the government solely solve this problem. There is much that the government can do, but the primary impetus, the collective, focused interest and concern must come from the community, from people who are not willing to let our heritage be destroyed. Mere concern will land us no where; there must be focused and well thought out action supported by the government.

Encroachments of any kind have to be fought against. This would include the performing of puja or offering of namaz in an effort to capture the monument when it is no longer used for worship. It means that every protected area has to be demarcated, and the public encouraged reporting encroachments, so that legal action is possible against encroachers, as happened recently with a construction at the Qutub Minar in Delhi. Invariably political pressures, commercial entrepreneurs and bureaucratic unconcern create major problems.

The time has come for the ASI to take a close look as the basis for the drawing up of the list of its protected monuments which number is roughly 5000 in the country. Why a particular building has to be protected? There need to have a justification for that. Government can provide the legitimacy and the authority of law to concern body such as ASI so that it can take action to preserve, to prevent destruction or alteration of what is considered precious to our society. In an interview to a website, C. Babu Rajeev, Director General, ASI, admitted that his outfit does not have the resources to put three security guards at each monument.[17]

Heritage buildings can be viewed as a resource and can become self-sustaining projects. Many heritage buildings are located in older parts of the city where the streets are typically narrow.[18] Development rules prevent the construction of multi-storey structures on such streets. Such regulations must be very clear and unambiguous for public consumption.

There are instances of Herculean efforts made by some dedicated individuals and groups at heavy cost while battling the system- cobwebs of procedures, corruption and rules and regulations. Why to put a heavy tax on the commitments of such individuals and groups? This is where the governments can play a significant role of a facilitator rather than hurdle creator.

According to the Heritage grading system, a Grade I structure "richly deserves careful preservation", a Grade II structure "deserves intelligent conservation" and a Grade III structure "deserves protection of its unique features and attributes." The Regulations also prescribe the scope for any change. Nothing can be done to alter the exteriors or interiors of Grade I buildings unless it is in the interest of the building and even then any change made should be minimal and in tune with the original. In Grade IIA buildings, internal changes for adaptive re-use are generally permitted but external changes are subject to scrutiny. Construction of additional buildings in the compound of a Grade II B building is permissible provided that they do not disturb the harmony of the Heritage structure. For a Grade III structure, external and internal changes are allowed provided these do not detract from the existing heritage building.[19] Reconstruction is permitted if the building is structurally unsafe or is affected by a calamity. There is need to review these existing regulations and bylaws and attempt is required to arrest ambiguities in such regulations. Most of the time taking the benefit of ambiguities the property dealers and contractor gets involve in malpractice and manipulations.

Mumbai was India's first city to notify and regularise heritage regulations. The regulations give the designated structures legislative protection and the Heritage Committee the legal sanction to formulate special area regulations and by-laws to assist in the conservation of the city's heritage.

Conservation efforts are often outweighed by compulsions to resort to demolition, repairs and reconstruction, and this situation has led to a large number of buildings losing their original character. There is false perception that all heritage buildings are decrepit. Most living heritage buildings are being actively used despite little or no maintenance indicates that they are in somewhat fair condition. Living heritage buildings are testimony to the skill and quality of construction in the past.

The Mamallapuram multi-crore project undertaken by the Union Ministry of Tourism and Culture is a great attempt to give a grand facelift and attract tourists. Under the project there will be fencing the area around the monuments, laying lawns and pathways, building parks, removing hawkers and encroachments. The entire hillock has witnessed a major transformation, which houses 13 monuments. The ASI has erected a grill fence around the entire hillock, which keeps out the cattle. The horticulture wing has laid a green carpet in form of beautiful lawns.

T. Satyamurthy, Superintending Archaeologist, ASI, Chennai, said: "Once the project is completed, Mamallapuram will be the pride of Tamil Nadu."[20] The genuine desire of the government and the cooperation of the local people helped make the project a success. "Members of the Mamallapuram town panchayat are cooperating with the project," Satyamurthy added. ASI, Mamallapuram put pulp on the rock to absorb the salt. This treatment to the monument except chemical treatment is given every year. This stops water from going into the rock and prevents its fragmentation and decay.

Since the Second World War, the global community is aware that genocidal attacks follow deliberate efforts to efface collective cultural heritage. Geneva Convention, the United Nations and other multilateral forums have also sought to put in place a series of conventions on safeguarding "cultural property". The old nomenclature of "property" has been replaced by the broader term "heritage", in recognition of the universally shared aspects of culture.

The Hague Convention laid down the basic principle that the "preservation of cultural heritage is of great importance for all peoples of the world." It then held that "damage to cultural property belonging to any people whatsoever means damage to the cultural heritage of all mankind."[21] The Hague Convention is supplemented by two protocols, the most recent of them adopted in 1999.[22]

In 1972, the United Nations Educational, Scientific and Cultural Organisation (UNESCO) adopted a more broad-ranging convention, applicable at all times. While upholding the universal values of the Hague Convention, it identified "cultural heritage" as being, among other things, "monuments, architectural works, works of monumental sculpture and painting, elements or structures of an archaeological nature, inscriptions, cave dwellings and combinations of features, which are of outstanding universal value from the point of view of history, art or science."[23] Every member-state of UNESCO, it held, recognised that "the duty of ensuring the identification, protection, conservation, presentation and transmission to future generations of the cultural and natural heritage situated on its territory... belongs primarily to that state.[24]"

At its General Conference in 2001, UNESCO adopted a resolution that sought to define the circumstances under which an act could be construed as a "crime against the common heritage of humanity."[25] Further it authorised the Director-General of the organisation to formulate a "Draft Declaration" which would define the circumstances under which the international community could determine that the "Intentional Destruction of Cultural Heritage" has taken place.

There is little public discussion on why historical and archaeological sites have a cultural significance and what does it mean to feel proud for our heritage. The function of a monument and its value as cultural heritage would have to be publicly and repeatedly explained if people are to help in its protection. Heritage sites are not just tourist attractions but are an essential part of our cultural identity. Destruction of monuments means a blow to our multiple identity for which India is known from ages.

Attempt to define cultural heritage only in terms of religious expression is fallacious. Labeling the heritage of one religion superior to the rest is wrong and inflated sense of understanding of one's identity. This foments fundamentalism and negates the idea of a cultural heritage. Our heritage is the result of the merging of societies on a wide canvas of centuries having broader temporal and spatial dimension. This multiplicity of cultures or composite culture gives a presence to Indian civilization unique in the globe.

Another method of protecting heritage is to update our laws relating to heritage. The obsolete laws need a review and modification. The main Antiquities Act goes back to 1858, with amendments in the mid-twentieth century. Today challenges are more and thus legislations need to be framed keeping the present reality in the mind such as religious vandalism, destruction of sites through submergence or extensive quarrying or massive constructions.

Public participation in protecting monuments has become imperative because governments are failing to do so. They either support agendas that have led to the destruction of historical monuments, or else they are lethargic and uncaring. We can neither give teeth to the law, nor ensure that the law is applied. The agencies centrally concerned with protecting heritage seem to be apathetic. The international recognition and support in form of UNESCO's move to create Indian Heritage Cities Network (IHCN) is quite significant development in this regard. IHCN strategy is to work with the local bodies to reinvent old cities as worthy places of living.[26]

Conclusions

Prime Minister Manmohan Singh's remark while inaugurating the 12th International Conference of National Trusts in Delhi in 2007 is significant. He said, "Conservation efforts must ensure local employment generation, and encourage education/awareness programmes, improve access to urban facilities and enhance maintenance of open spaces through public participation. Unless we respect our inheritance, unless we are prepared to learn from it, we will not invest in its preservation."[27] He further added, "Our cultural properties have been exposed to various threats natural and manmade over the centuries. For the protection of our heritage and monuments, we need to look beyond the government as we also need active participation of civil society organizations and citizens. We also need the active involvement of scientists, archaeologists, anthropologists, city planners and local governments."

There is no limit of human greed. The increased pressure on land in urban areas has accelerated its value and a city's heritage buildings face the burnt. What the government can do is give that body the legitimacy and the authority of law, so that it can take action to preserve, to prevent destruction or alteration of what is considered precious to our society. The great enterprise, over a century ago by artisans, craftsmen, sculptors and wood-carvers brought by their unparallel skills over these buildings are getting decimated. Its time for action to save our history and culture.

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Ajmer Sharif: An Ambassador of World Peace and Harmony – A Case Study

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Although we have advanced in the science and technology but we are in danger of losing touch with those aspects of human knowledge and understanding that aspire us towards honesty and altruism (HH Dalai Lama). Every day media announcements of the sad news of violence, crime, wars, and disasters make every one tense, worried and apprehensive. No place and person is free from it. Every nation, society and human being is concerned about peace and harmony today. Many humanitarians and religious practitioners share the common concern about the present worldwide moral crisis and the lost roots of compassionate, just, and equitable society.

In order to understand the turbulent and undercurrents of peace and harmony, we need to understand people and the places they belong to. Cities have unique personality that is congruent with the individual personalities of its residents, and is reflected in terms of their character strengths (Florida, 2008; Peterson & Seligman, 2004). Character strengths are recognized as central components of well- being (Peterson, 2006) and good character is the foundation of happy, healthy and moral life (Park, 2004; Park & Peterson, 2006b). Peterson & Seligman, (2004) identified 24 such character strengths that reflect how people think, feel and behave and the combination of these character strengths can determine important outcomes like achievement, health, leadership, law abidingness, social relationship and psychological well-being of the people and the city they reside in. The happiness of its residents signifies a good fit between a city and person (Park & Peterson, 2010).

Those cities that are known for their accomplishment and creativity, with intellectuals, self focused innovative, wealthy and skilled residents, (strengths of head) are called elite cities, (Murray, 2003), hot spots, (Florida, 2002), talent hotbeds, (Coyle, 2009) and superstar cities, (Gyuorko, Mayer & Sinai 2006), whereas, cities having higher indices of helping behavior (Levine, et al., 1994) are known as dutiful cities (Florida, 2008), where the residents are hard working, friendly, trusting, and compassionate (strengths of heart: gratitude, love, fairness, forgiveness, honesty, hope, humor, humility, religiousness, citizenship, social responsibility, loyalty, etc.). Residents of these cities are agreeable and conventional, as speculated by Florida, (2008). Heart cities are smaller and less crowed, have a lower cost of living and are warmer in temperature; they are more likely to be populated with the families with children; have more pro- social behavior, positive affect and greater sense of meaning; their culture centers on other people and emotional ties that bind people together (Dunn & Munn, 1986; Murray, 2003; Lepore, Evane & Palsane, 1991; Peterson & Seligman, 2004). Heart cities are kindler and gentler because they provide greater opportunities for close relationships and more pleasurable and more meaningful lives (Zelinsky, 1992). Important contributors of good city are safety, health and affluence of

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its residents (Bloom, Canning & Flink, 2008). Ajmer, a city of Rajasthan state and its residents seem to be governed by the character strengths of heart (although, an empirical study of character strengths of Ajmer city is yet to be conducted). This paper attempts a critical appreciation of the role of Ajmer city and its residents in the contribution towards and manifestation of world peace and harmony. Ajmer is a sleepy town, founded by Raja Ajay Pal Chauhan in the 7th Century A.D. depicts a kaleidoscopic range of historical images, myths, legends, folklores, myriads of cultural divergence and convergence. Cocooned safely by the green hills of ancient Aravallis, this small city stands as a striking symbol of communal harmony, unity, peace and fraternity and unbelievable example of cohabitation of Hindus and Muslims in this world that is torn apart with violence and mutual distrust.

The city is the final resting place of Khwaja Moin-ud-din Chisty, the founder of the Chistia order of Fakirs and hence, is lovingly known as Gharib Nawaz (the protector of the poor by his devotees). He was the symbol of love, harmony and truth who taught peace, non violence and right conduct to his people. Every year during the first six days of Rajab (seventh month in the Islamic Calendar), Ajmer celebrates the death anniversary of Khawaj Moin-ud-din Chisty as Urs Fair. The Dargah Sharif (The Tomb of the Sufi Saint) is revered equally by the Hindus and Muslims and is a popular pilgrim centre for people belonging to different religions, regions, cultures, castes, creeds and colours. Lacs of pilgrims from around the globe come every year to pay their respects to the humble saint who lived and died serving mankind for the peace, prosperity, welfare and promotion of brotherhood amongst people. People receive blessings for peace and prosperity (aman & chen) from here.

Ajmer is also famous for the world's 'The only Brahma Temple' (TRINITY- the three prime Gods who undertake the task of creation, preservation and destruction, completing the cycle of the universe) and a picturesque Holy Lake only 14 kilometers away from it. . As per an ancient legend, Lord Brhama was contemplating over a place to perform Yajna, when the lotus from his hand fell down. Water sprang from the place where the flower struck and thus the Holy Lake of Pushkar (popularly known as Tirthraj Pushkar) was created. The Lake is surrounded by 52 Ghats, where devotees flock in large number and take a ritualistic holy dip, especially on Kartik Poornima. It is considered as the sacred and crowning pilgrimage of Hindus for the final journey to heaven. Many Saints and Sages reside in the deep interiors of surrounding hills and offer their prayers for universal welfare. The tranquility of and serenity of Ajmer and Pushkar provides quiet, peaceful and isolated stay to lots of international tourists to meditate and contemplate and find peace.

Ajmer being sacred to the Hindus and the Muslims equally, occupies a unique position on the world map. It has a composite culture as there are holy places belonging to Sikhs, Hindus Parsis, Jains and Muslims. Festivals like Navratri, Garbha, Holi, Diwali, Ide, Gurunanak Jainti, Navrose, Cheti Chand are celebrated by all with a great vigor and a good will. As a small cosmopolitan city it has tolerance and respect for diversity. Interfaith understanding brings about the unity necessary for all religions to work together, advocates HH Dalai Lama. Ajmer plays an instrumental role in promoting interfaith understanding and creating a workable degree of unity among all religions by respecting each other's beliefs and by emphasizing common concern for human well-being. Probably the Priests, Mullaha, Pandits and the sages of Pushkar valley and Dargah are submitting silent prayers and educationist of Ajmer are silently working towards this noble cause of maintaining peace in Ajmer.

For the peaceful cohabitation, education, administration and religion are three institutions of paramount importance. They provide a safe supportive, facilitative environment and fertile land to sow the seeds of core values in its residents. Education impacts its benefactors slowly but deeply. Ajmer was distinguished in its educational status in Rajasthan, much before the other cities like Jaipur, Jodhpur and Kota came in to existence in their educational status. City has age old well established schools that blend the traditional value based education with modern professional temperament. Under the British Rule Ajmer rose to prominence as a centre of learning and education and retains the positive impact of British culture even today. Mayo College was established by Britishers to educate the blue blooded Indians. Sophia Girls College was founded by the Mission Sisters of Ajmer, to educate Rajput girls belonging to affluent class who otherwise had no chance of getting education due to their conservative family traditions. Besides, St. Mary's, St. Anselm's, St. Paul, Military School, Savitry School and College, Government college and Dayanand Anglo Vedic School and College,(DAV) have made Ajmer the education hub of Rajasthan, The first accredited Music College of Rajputana for teaching Classical Hindustani Sangeet was opened in (1942) in Ajmer. During post independence, its prominence in education continued to rise with the establishment of the Central and Rajasthan Board of Secondary Education, Regional Teachers' Training Centre just to mention a few.

Values naturally percolate from noble pursuits at a young age and influence human behaviour in positive directions and promote positive relations. Values like tolerance and non-violence contribute towards peace and harmony. Tolerance enables us to understand and accept differences, promote friendliness and germinate peace, security, tranquility and endurance. The value of non-violence germinates from fearlessness, chastity, non-attachment and truth. Whereas, violence impairs a person's dignity or integrity. The inculcation of these values helps in fighting fanaticism, violence, fatalism, dishonesty, avarice, corruption, exploitation and other social evils. On the positive side they promote the development of key qualities like self-discipline, self-control, a sense of duty, a desire to serve, accountability, enterprise, creativity, equality, a democratic attitude, a sense of obligation to environmental protection and a love for social justice. The educational institutions of Ajmer still retain their age old traditions of imparting value based education (the heart strengths), that leaves long lasting and deep seated impact on the pupil and the climate of the city that makes Ajmer distinct in retaining its peace with tranquility in such turbulent times. The cohabitation of people of various cultures and religions in Ajmer facilitate filtering the best values of each and help in building common cluster of core values for all instead of mine and yours. These values tested against tough criteria of different culture and religion becomes the frame of reference to screen and clarify one's own. Such value system never stands in conflict with others.

Social reformists and sages have a great role to play in promotion of the peace and harmony by building values and promoting healthy social practices and condemning the evil. Ajmer is also a place of many such people who have radiated the spiritual inspiration and healthy practices all over the world. Maharishi Dayanad Saraswati breathed his last on Diwali at Bhinai House on 30th October (1883) in Ajmer.

What is required today is not religious education but education about religions (Shrivastava, 2004). This is exactly what educational institutions of Ajmer are doing today, while imparting education to diversified population under one roof. Peace and loving attitudes have to be carved on the tender minds at an early age. The role of missionary and DAV institutions in Ajmer had been crucial in teaching, learning and value building of children of all community. They are rendering a great service towards imparting quality based educations that is affordable. They sensitize youth towards noble cause of greater humanity and peace and harmony with their vows of chastity, poverty and obedience along with austerity as their way of life.

Self-examination and self-correction is achieved through Life Skills and Human Rights Education that builds the firm foundation for peace and harmony in children. The pioneer projects of introducing Life Skills (by Board of Secondary Education, Ajmer)and Human Rights Education (by Sophia Girls College, Ajmer and supported by People's Watch, Tamil Nadu) as regular courses in curriculum at school level are big steps towards inculcating the temperaments of equality, justice, peace and harmony in children at an early age.

For peaceful cohabitation enhancing personal growth, facilitating others growth, working towards some common social goal and reaching some super ordinate goal is vital. It makes people sensitive to the fellow people and motivates them to indulge in meaningful endeavors for greater and noble causes. By providing the opportunities of cohabitation to the people of different cultures and religions, Ajmer helps in developing emotional, cultural and spiritual intelligence (The emotional intelligence is an ability to understand and handle the emotions of self and others and use them in empathizing and motivating some proactive behaviour towards others, (Goleman, 1995; The cultural intelligence is an ability to interpret others' unfamiliar and ambiguous gestures in just the way that person's co patriots would, even to mirror them Early & Mosakowski, 2004; The spiritual intelligence is an inclination for observing some meaning, super ordinate goal and altruism in whatever endeavors a person undertakes and that paves the way to act, think and feel towards some noble cause, Zohar, 2000). These seemingly natural abilities, aptitudes and skills in turn, permits people to pursue their own interests without hampering others' and advancing towards self actualization and super ordinate goals.

The common and inter dependent trade and commerce reduces jurisdiction restriction and boundary for anyone. It encourages healthy interaction of different communities that facilitate proactive and positive behaviour, friendship, mutual liking and enhanced tolerance for each other. This also guards against formation of prejudices and promotes its correction by enhancing the knowledge about different communities. In Ajmer, people of mixed caste, creed and religion are working together in education, administration, health, railways in close proximity that generates symbiotic relationship and inter dependence among diverse people and allows them to develop strong bonds and ties. Ajmer en cashes the benefits of balanced tourism, trade and commerce complemented with religious blessings from both the Hindu and the Muslim cohabited pilgrimages. Pushkar being international tourist attraction besides its religious significance and Dargah being secularly trusted and worshiped by all religion people, attract a large population of diversified national and international origin. This extends some common advantage to both the communities (like pushkar tourism of international cultural fair offers a lot of trade to the residents of other communities along with the religious advantage of assured Nirvana after a Holy dip in the Sarovar to Hindus and Dargah provides solace and peace to the people of all religion and a lot of trade and commerce during Urs fair). They carry the message of peace and harmony, unity in diversity, and universality from these fairs to the different parts of the world. The efficient and effective event management during Pushkar and Urs Fair (two big religious and international fairs organized every year in close proximity in time and space) by the committed local administration play a key role in germinating the peace and harmony and curbing normlessness. This further promotes world peace and harmony.

Administration, Police and the Judiciary system has a great role in enforcing the social equality and dignity. The powerful administrative, religious and educational institutions of Ajmer have kept a check against the sublime ulterior motivation of politicians and provocative politics here. The politically instigated activities have taken a back seat in Ajmer. The educated and law abiding masses of Ajmer have kept a further check on any asocial acts to germinate and deepen their roots. The city is conspicuous by its relatively low mal practices and absence of "**us** and **they**" feelings that are the big hurdles in maintaining peace and harmony. The upheavals and the undercurrents of any city reflect the mentality of its youth and the quality of life and satisfaction level of it's' people. The youth in Ajmer grow under the supervision of their parents, guardians and educators and spiritual leaders and are more inclined towards education and government jobs. The multinational corporate culture of over emphasis on pay package (head strengths), while under emphasizing social responsibility (heart strength) is dormant in Ajmer residents. There is greater emphasis on education and less money is circulated in the market. People in Ajmer are neither very orthodox, nor coloured by caste, creed and religious prejudices and superstitions. Blend of education and religious practices have bestowed rationality and empathy(the two big principles of peaceful cohabitation) in right proportion, in the residents of Ajmer

The life satisfaction and well being of Ajmer residents seems to be high as a result of the character strengths of heart. People have faith in the supreme power of all mighty. Being God fearing, they refrain from mal practices and short cuts to life. An alternate explanation could be that, though, every one may have an impulse to indulge in or fall prey to temptations, but, the fear of punishment keeps a check on them. In the multi cultural and multi religious Ajmer city, all communities are interwoven and relate intimately. Therefore, they can foresee the massive loss of property and people, and their intimate ties, if they ever dare to divulge from unity and brotherhood. Mutual respect, tolerance and good will should prevail in order to maintain peace and harmony. Ajmer neither has the history of experiences of violence and emotions of hatred, fear, and aggression among different communities like in Ahmadabad nor the fear of terrorist attack like Delhi or Bombay. Ajmer fortunately has no bitter past that may germinate cruel plans for future. Administrative and educational institutions complemented by the heads of religious institutions (the Priests, Maulvies and Pandits), are playing a vital role in keeping the law and order situation perfect and communal harmony and peace intact in Ajmer.

The art and culture (that signifies the smooth merging of nature and temperament, feelings and sentiments of its people) here in Ajmer are rich and different from other cities of India. Ajmer presents a comprehensive museum of Indian art and culture. A unique combination of geography, art, archaeology, mythology and history makes Ajmer a great center of Indian culture. People can find the glimpse of several religions, beliefs worships here that symbolizes peace and harmony in cohabitation.

Compassion as against aggression based on altruistic considerations advocate wider love even for someone who has done harm to us. Moinudin Chisty spread the message of compassion long before that is endorsed by HH Dalai Lama along with other humanitarians. The teachings and preaching's of Garib Nawas still eco in Ajmer and its residents. He became the religious pioneer and harbinger of peace and prosperity not only in Ajmer but in the country. He pursued the objective of bringing together people of various castes, communities and races, elevating the humanity from the morass of materialistic concerns, which is the bane of mankind even today. He ruled over the hearts of people. He issued ways to get success in this world and achieve peace of mind and soul in the world hereafter. National integration, composite culture originated from his life style and teachings thereafter were spread throughout the world by his representative disciples. Gharib Nawaz loved humanity in general and the Indians in particular. He adopted the Indian tradition and culture. Sensing the inclination of Indians' towards music and singing he introduced Qawwali (Sama) to convey his message to people. His generosity, affection, and hospitality endears a man to God. His highest devotion to God, redresses the misery of those in distress, fulfills the needs of helpless and feeds the hungry (the basic ingredients of peace and harmony).

The Peace and freedom cannot be ensured as long as fundamental rights of people are violated. Similarly, there cannot be peace and stability as long as there is oppression and suppression. It is unfair to seek one's own interests at the cost of other people's rights. Happiness is a combination of inner peace, economic development, and, above all, world peace. We all primarily seek peace, comfort, and security. We must have the proper perspective of the universal life processes and need to develop the temperament of compromised self interest or the mutual interest where we think of others happiness while pursuing our own happiness (HH Dalai Lama). He argued that terrorism is not a natural calamity, but is created by our own misunderstanding and conflicts of political or religious ideologies that were made for our happiness to bind us all together as a single humane family. Supremacy of humanity over the ideology has always been maintained here by the residents of Ajmer.

At birth, all human beings are naturally endowed with the qualities we need for our survival, such as caring, nurturing and loving kindness (heart strengths). However, despite already possessing such positive qualities, we tend to neglect them. As a result, humanity faces unnecessary problems. What we need to do is to make more effort to sustain and develop these qualities (HH Dalai Lama). Ajmer can make further efforts towards harnessing qualities like caring, nurturing and loving to improve person-to-person contact, satisfying people at a heart-to-heart level; efforts to inculcate and sustain human qualities as morality, compassion, decency, wisdom, and so forth in multi religious cohabitation that makes the foundations of all civilizations. Through systematic moral education in a conducive social environment right from the childhood could be imparted to construct a more humane world. Ajmer could further attempt renewal of human values. The humanitarian and religious leaders of Ajmer need to exert greater effort to strengthen the existing civic, social, cultural, educational, and religious organizations to sustain human and spiritual values; commitment to ensuring social justice and to ensure peace and harmony.

People live together in large cities all over the world, but despite this proximity, many are lonely. Some do not have even one human being with whom to share their deepest feelings, and live in a state of perpetual agitation. People in Ajmer have a spontaneous feeling of empathy for others and a motivation to act on their behalf. It really is a peaceful and open society; in which individuals have the maximum opportunity to develop their human creativity and potential, where they can calmly judge how best to act within.

Note: This paper is based on the observations, discussions with and the reflections of the residents of Ajmer, who occupy significant position in socio-legal political system of the city. This paper recommends a systematic in-depth empirical study of the character strengths (Head/Heart) of Ajmer city and its residents to further validate this paper. It further recommends a comparative study of the character strengths of the different cities of Rajasthan, namely- Udaipur, Jodhpur, Jaipur, Jaisalmer to understand the personality of the cities of Rajasthan and its residents and their unique global impact.

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Resurrecting Kalyani through Tourism – A Case Study

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ABSTRACT

The township of Kalyani and the district of Nadia in West Bengal is blessed with immense tourism resources. In fact, Kalyani happens to be one of eastern India's best planned townships. It is to be borne in mind that tourism is the fastest growing industry after agriculture and earns huge foreign exchange for India. The Ministry of Tourism, Government of India, has been giving a lot of importance to develop "Integrated Tourism Circuits" and is also providing liberal financial assistance for projects that are outstanding in terms of quality. Kalyani township and the district of Nadia is an ideal unexplored destination for launching "Sustainable Tourism" through which the local economy can be made more dynamic by way of tourism's "Multiplier Effect". The isolation in which Kalyani has had to remain for several decades too can be successfully removed through the phenomenon of tourism.

KEYWORDS: *Kalyani, West Bengal, Tourism, Sustainable, Environment, Community.*

Introduction:

West Bengal is land of stupendous dimensions – colorful, traditional, modern .... Bengal meets the expectations of every type of tourist. With her varied topography, picturesque valleys, high mountain peaks, cascading rivers, haunting wilderness, she never ceases to surprise the tourists with her kaleidoscopic attractions. However, in terms of tourism the state is still a backbencher as compared to other Indian states.

Given the state's depressing industrial scenario of the past several decades, the tourism industry too has been hard hit. The abject failure of the government to spruce up its rich tourism potential has meant that in spite of possessing unique tourism attributes, the state is hopelessly out of tune as compared to its counterparts like Kerala and Rajasthan that have surged way ahead in terms of revenue earned through the phenomenon of tourism.

Let us consider the case of Kalyani and the District of Nadia, which is immensely blessed with a plethora of tourism products, which most definitely would have generated huge interest in the Indian tourism landscape had there been proper planning at the grassroots level. The township was launched with a lot of fanfare and expectations. Many believed that Kalyani would evolve as one of India's model towns in terms of planning with an exclusive industrial belt that would propel the local economy to even greater heights. However, as things stand today, a walk through the township's industrial belt (Silpanchal) is like embarking on a graveyard tour with scenes of dilapidated and abandoned industrial sheds drawing the attention of visitors. The sheer magnitude of the number of industries that have closed down their shutters – lock, stock and barrel is devastating even for the first time visitor.

Fact File of Kalyani Township:

Prologue:

The beautiful township of Kalyani was built in the year 1950 at a time when the City of Joy – Kolkata was reeling under the pressure of refugee influx and the then Chief Minister of West Bengal – Dr. Bidhan Chandra Roy, had dreamt of a satellite township to ease the population from the city and that is how Kalyani was born. Kalyani has a unique colonial history. During World War II when Asia became the center of war activity, Kalyani was chosen as a "Military Base" by USA and was aptly named Roosevelt Nagar after the former U.S. President – Franklin Roosevelt. Even today one can see the remnants of World War II like the Air Force Station, Army Barracks, Truck and Tractor Garages, Army Hospital etc... In 1954, the Congress Session was held at Kalyani and some of India's iconic leaders like Jawaharlal Nehru, Vijaylaxmi Pandit and others set foot on Kalyani. The rich legacy of this one-of-its-kind township is still preserved.

Location:

Kalyani is located on the northern tip of the Kolkata Metropolitan District, 48 Kms. away from the city of Kolkata and forms the continuous urban agglomeration, which has developed along the twin axes of the Hooghly river.

Area:

The township is spread over an area which is all of 5720.54 acres of land and the land use pattern has been evenly distributed with earmarked zones for commercial, educational and industrial activities.

Population: 81,984. Male: 51%, Female: 49%.

Literacy Rate: 72%, higher than the national average of 59.5%. Male Literacy is 77%, and Female Literacy is 65%.

Handlooms & Handicrafts: Khadi, village pottery, agarbatti (incense), cane and bamboo, carpentry, blacksmithy, clay dolls, conch shells, mats etc...

Rail Transport: Kalyani has four railway stations – Kalyani Main, Kalyani Silpanchal, Kalyani Ghoshpara and Kalyani Simanta which connects Kalyani to Kolkata through regular and efficient train service.

Road Transport: Kalyani is directly connected by road through the National Highway 34. This Highway also connects North Bengal and the North-Eastern state of Assam.

Air Transport: Kalyani is just 35 Kms. away from Kolkata's Netaji Subhas Chandra Bose Airport which is well connected with other cities in India and abroad.

Basic Amenities:

Health Care: There are two general hospitals – Jawaharlal Nehru Hospital and ESI Hospital. In addition to the two general hospitals there is also a T.B. Sanatorium and a Heart hospital.

Postal & Telecommunication: Kalyani has a Post Office which provides efficient services and the telephone exchanges are updated regularly with modern technology.

Electricity: Each house and establishment in Kalyani is well connected through the 100 Kms. long network of transmission links and substations.

Water Supply & Sewerage: Kalyani has piped water supply through a 170 Kms. long network and as far as sewerage system is concerned, a 190 Kms. efficient sewerage system exists along the metal road.

Relevance of Introducing Tourism in Kalyani:

Firstly, the township of Kalyani surprisingly is under populated and redensification of Kalyani is an important agenda with both the local and state government. According to population experts, the growth rate of population in the township has slowed down since 1981 and for the period 1991-2001 growth rate of population was 81,984, which was again below the expected growth rate.

According to population experts, Kalyani cannot sustain as a planned and developed township unless some drastic re-densification measures are taken and it is here that tourism can play a vital role. To sustain Kalyani as a as developed township, a population of 1,25,000 by the year 2001 and 2,20,000 by the year 2011 which is unlikely given the present slow growth rate. Thus, tourism is one of the most viable alternative by which the desired population rate can be maintained.

In fact, the infrastructure system in Kalyani – electricity, roads, drainage, sewerage, water supply etc... is sufficient to sustain the future population of 2,25,000 as the township was designed with this load factor in mind. Hence, Kalyani has a holding capacity (in case of settelments) and carrying capacity (in case of tourism) of 2,25,000 and it can sustain this population without the need for major investments in land and infrastructure developments.

Secondly, the *"Multiplier Effect"* for which the tourism industry is so well known will definitely have a positive impact on the township's economy. For instance, the money paid by a tourist in paying his hotel bill will be used by the hotel's management to provide for the costs which it has incurred in meeting the demands of the visitors e.g. such goods and services like food, drinks, furnishings, laundering, electricity and entertainment. The reciepents, in turn, use the money they have thus received to meet their financial commitments and so on. In other words, tourist expenditure not only supports tourist industry directly but also helps indirectly many other industries which supply goods and services to the tourist industry. In this way money paid by the tourist, after a long series of transfers over a given period of time, passes through all sectors of the local economy, stimulating each in turn throughout the process.

Thirdly, the tourism industry being one of the most labour intensive industries will provide a valuable source of employment and it is a fact that Kalyani has a high rate of unemployment. The tourism industry employs large number of people and provides a wide range of jobs which extends from the unskilled to the highly specialized. In addition to those involved in management, there are a large number of specialist personnel required to work as accountants, housekeepers, waiters, cooks and entertainers who in turn need large number of semiskilled workers as porters, chamber mai is, kitchen staff, gardeners etc... Besides direct employment, the tourist industry also provides indirect employment outside the tourism industry. Such indirect employment avenues include furnishing and equipment industries, souvenir industries and farming and food supply.

Fourthly, tourism promotes handicraft and handloom products and it is generally found that the prospective eco-tourist are generous towards indigenously designed traditional products like jewellery, pottery, carpentry, bell metal works, weaving etc... These sectors play an important role in economically uplifting the rural folks. Since Kalyani has a large hinterland where people engage themselves in pottery, agarbatti (incense stick), cane and bamboo, palmgurmaking, fibre, leather industry, carpentry, blacksmithy and textiles, all of which will find a ready market at Kalyani.

Tourist's generosity and charitable bent of mind towards local artisans is well known the world over and Kalyani will be no exception. The handloom products of Nabadweep and Shantipur, the Ranaghat weavers, clay dolls and images of Chakdha, the conch shell makers of Balidanga, brass and metal works of Nabadweep, Muragacha and Maithani will vie for attention as tourists start visiting Kalyani.

Last but not the least is Kalyani's locational advantage in terms of the following parameters –

(i) Proximity to a large hinterland.

(ii) Easy accessibility of educated and skilled manpower.

(iii) Excellent infrastructure facilities, enough to support a population of 2,25,000 without any major investments.

(iv) Accessibility to dream destinations of the North East like Assam, Meghalaya and Arunachal Pradesh.

(v) Accessibility to international markets through Kolkata airport (35 Kms) and Kolkata Port (65 Kms.).

Sustainable Tourism – What it Means!

Much of West Bengal's industrial and economic problems can be solved if the mandarins of Writer's Building listen to the clarion call of Nobel Laureate - Amartya Sen who has been giving a lot of stress on developing Tourism through local community initiatives who can act as useful vehicles for promoting environmentally sensitive tourism.

If the *"Manila Declaration"* is anything to go by in which it is precisely expressed the need to spend free time profitably by engaging in cultural, physical, educational and spiritual activities. Sustainable Tourism denotes the burning desire of modern day travelers for an experience that has the effect of transformation and making them processed human beings according to a preconceived plan of tourism components like archaeology, ethnology, cave culture, fossil hunting, Yoga, transcendental meditation, rural tourism and so that the destination has to offer.

Today, India stands at the crossroad of modernization and industries crank out new goods faster than people can buy them in ever-bigger shopping malls. Office workers communicate instantaneously across continents through telephone, fax and E-mail. All these advantages of course comes for a price: new kinds of health problems, many caused by dirty air and water left behind by industries, the loss of parkland as highways devour open space and sprawling desolate suburbs where neighbors are strangers and the fear of crime isolates people behind locked doors. The goal of Sustainable Tourism is to improve the quality of human life, enhance human potential by providing goods and services that enable humans to meet that potential, support local environment and culture and use environmentally sensitive products and methods.

Sustainable tourism also signifies a supremely important *"Contract with Nature"* that makes life on earth possible. Under the terms and conditions of this contract, we are permitted to survive and evolve as long as we respect nature. The human species heeded this contract for over three million years. But today, we are beginning to transgress this contract with impunity since we have the power to alter environment. But we have no capability to survive without clean air and water and being out of step with its laws will mean termination of the contract.

Futuristic Tourism Development Avenues in Kalyani and the District of Nadia:

The overall tourism scenario in the state of West Bengal is dismal to say the least and the Left Front government, which has been in power for the last 34 years have clearly missed out on the tourism front. Kalyani and the district of Nadia today is a sad tale of retarded growth.

All said and done, let us not keep bickering about what went wrong with West Bengal's tourism industry, vis-à-vis the district of Nadia and Kalyani township in particular. Instead, let us consider a set of *"Futuristic Tourism Development Avenues"* which if implemented in a planned manner, promises to usher in a second Bengali renaissance, which is *"Renaissance Through Tourism"* in Tagore's land.

(1) Tourist Holiday Village at Kalyani:

Being centrally located in the District of Nadia and proximity to places of tourist interest like Nabadweep Dham, Mayapur, Krishnagar, Plassey (site of the famous Battle of Plassey), the haunting wilderness of Bethuadari forest, Murshidabad etc... an Eco-friendly Tourist Holiday village at Kalyani will indeed be very advantageous for the discerning tourists who come to visit this fascinating district.

The proposed tourist village in Kalyani will essentially serve as a base from where the discerning tourists will have the opportunity to explore the District of Nadia and beyond.

The oblong shaped Kalyani Lake, which is all of 1.25 Kms. in length and its width is 0.4 Kms. on the northern side and widens to 0.6 Kms. to the south could be an ideal place for building an eco-friendly Tourist Holiday Village. Already, the lake is well connected by a mettaled road that connects the lake area to the city of Kolkata.

Designer eco-friendly products like Floating hotels, houseboats, machans, bird observatories etc...may be incorporated to heighten the touristy experience.

(2) Agro Tourism or Agriculture Tourism:

The district of Nadia is primarily an agriculture driven district and a vast majority of the population (70%) depend upon agriculture for earning their livelihood. The district is self-reliant when it comes to food production. The land pattern though is fragmented in most parts.

The days of hotel, sightseeing and back to the hotel are gone. These days tourists demand real experiences during his /her holidays. The demand is for pleasant surroundings, usually at reasonable rates which West Bengal does have in abundance. The essentail ingredient of this new kind of tourism package is the organization of recreation which alone can enrich the tourism experience by allowing greater integration with the place visited and fuller involvement in the social and cultural life of the rural destination.

A common place in a village is selected, particularly the land which is for common use. This place will provide a podium for artisans, snake charmers and other rural artists who solely depend on roadshows for their livlihood. Other places in the village like the cultivated pond, vegetable and fruit gardens etc.. are impeccably preserved for the visiting tourists.

The tourists on their arrival to the village are allowed to fish in the pond at a very concessional rate. The gardens are open for the tourists so that they can "Pay, Eat and Pluck" the vegetables and fruits. When this system is fully evolved, the middle man who gets a major share of the income finds no place and the market is brought close to the village.

It has to be borne in mind that the Village Tourism which would be developed will not at all be a simulated one. The configuration of the village which has the set-up according to the caste and class would be explicitly exhibited. The city residents who have not seen the authentic village life would get a glimpse of the village life without paying the charges which the travel agents sell.

(3) Fishing & Angling Tours:

The district of Nadia is crisscrossed by rivulets and wetland bodies The Bengali and his fish are inseparable and a variety of fishes are reared. Historically, the boatmen of Bengal are a unique lot. Their slow, uncluttered and philosophical outlook on life has been the subject of rich Bengali folklore. A lot of films too have been produced depicting the strange lifestyle of Bengal's boatmen / Fishermen.

The local government (Kalyani Municipality) first needs to identify a bunch of fishing villages for accelerated tourism development. The pivotal idea is to construct rural fishermen's huts made of straw and bamboo alongside the water bodies so as to provide shelter to the tourists. Their unique folk songs and traditions can be showcased in the central podium of the fishing village. For the die hard fishing and angling enthusiasts, leisurely boat rides on the water bodies may be encouraged and permission may be granted for fishing in the waters, which will come at price. Fishing equipments may be rented out to the tourists as well to heighten the touristy experience.

(4) Introducing Horse Cart Rides:

These days, horse driven carriages are indeed a novelty. Being the hub of British India, horse driven carriages were introduced in a phased manner by the British East India Company in Kolkata and many other parts of West Bengal.

If one delves into the history of horse driven carriages, they were in vogue even during the Mughal era and came in different shapes and sizes. In the 17th and 18th centuries, not only were these carriages the primary mode of transportation, they were also extensively used by the members of the erstwhile royal family. The carriages then were fine pieces of craftsmanship. It is such a pity that today in the guise of modernity, we have to axe these wonderful eco-friendly vehicles.

This concept can be profitably launched in Kalyani and in other places of tourist interest in the district of Nadia. The prospect of riding through intriguing by lanes, which has history written all over and the exotic Bengal countryside, can be a heady feeling for the uninitiated.

Exclusive Horse Riding Retreats may be introduced in places with a colonial past like for instance Kalyani, Murshidabad, Plassey, Krishnagar etc.... which were intimately connected with the British Raj as well as the Mughals. The introduction of exclusive Horse Riding

Retreats in the above mentioned places would not only usher in an innovative tourism experience, it would also be a wonderful way of reviving the past glory of Bengal.

The Department of Tourism, Government of West Bengal along with the local Municipal bodies like the Kalyani Municipality, may first identify the sites suitable for rural Horse Riding Retreats and then come up with a comprehensive tourism development plan.

(5) Tree House Tourism:

Tree house recreation has of late made its mark as a much sought after alternative form of recreation. This concept has become hugely popular in the state of Kerala and some parts of Rajasthan.

Even a decade back, tree houses used to be kid stuff, but not anymore as more adults are building houses in trees to get high. The joy of being tucked up in a remote arboreal hideaway is the stuff that dreams are made of and they have even been the subjects of best-selling books and popular exhibitions.

Apart from Kalyani, the ideal location for introducing Tree House Tourism would be the lush green Bethuadhari Reserve Forest in the district of Nadia, which is a pleasant place to relax in the midst of tropical forest cover, chirping of the birds and a few species of fauna like Spotted Deers, Pythons, Monitor Lizards and Turtles.

The fact that the National Highway passes right next to the Bethuadari Reserve Forest and being easily accessible from Kolkata, this wildlife sanctuary has always been an enigma for many weekend tourists.

(6) Colonial Tourism in Kalyani:

The government of West Bengal would do well to declare Kalyani as a colonial tourist destination, given the fact that Kalyani used to be an American Military Base during World War II and was referred to as "Roosevelt Nagar", after the then President of USA – Franklin Roosevelt. Also, now that the Indo-US joint military initiatives are at an all time high, both the Indian army and its counterparts in USA would do well to co-operate in shaping up Kalyani as a much-preferred colonial tourist destination.

A few possible touristy landmarks for Kalyani are mentioned below –

(i) Setting up a War Memorial Center in Kalyani with photographs and pictures of World War II. Pictorial representation of India's struggle for Independence.

(ii) Photographs, write-ups and audiovisuals etc.... depicting the Indo-US military exchanges till the present time.

(iii) Develop Kalyani Lake, which is 1.25 Kms. long into a state of the art Lake Retreat with luxurious accommodation units, convention center, musical fountain and all the modern paraphernalia expected of a super deluxe retreat.

(iv) Develop the Picnic Garden into a world class Botanical Garden with exclusive garden villas for up market tourists.

(7) Declare the District of Nadia as a Spiritual Tourist Destination:

As far as the question of spirituality is concerned, it would perhaps be apt to state that the district of Nadia has a great spiritual past and that great spiritual heritage and tradition of thousands of years is still alive. In fact, Nabadweep Dham, a small town of Nadia district happens to be the birthplace of one of India's greatest spiritual personality – Sri Chaitainya

Mahaprabhu who is regarded as the avatara of Lord Krishna in this age whose mission it was to teach love of god through chanting his holy name.

Also in the district of Nadia is Mayapur where the headquarters of the world famous International Society of Krishna Consciousness (ISKCON) is located. The Hare-Krishna movement made so popular and acceptable in the modern era by one of the world's most outstanding spiritual teachers - His Divine Grace A.C. Bhaktivedanta Swami Srila Prbhupada has its magnificent headquarters at Mayapur, which is just 3.5 hours drive from Calcutta.

ISKCON in particular has mega tourism plans for Mayapur and Nabadweep Dham and the government can effectively play the role of a catalyst.

(8) Bengali Fairs & Festivals to be Promoted Aggressively:

West Bengal is a land of festivals and fairs. Be it the Gangasagar Mela, the Poush Mela of Santineketan or the 300 years old Sati Ma's Mela at Kalyani, West Bengal is never short of fairs and festivals. The Fairs and festivals of Bengal are unique and one-of-a-kind to be found nowhere else on earth.

The Indian state of Rajasthan has shown how by proper marketing and planned infrastructure developments, fairs and festivals can win the admiration of the world's tourism fraternity. The world famous Pushkar Fair as well as the Jaisalmer Desert Festival are today ranked amongst the world's most colorful fairs.

The 400-year-old Satima's Fair at Kalyani, which is held annually transforms Kalyani into a fairy tale land with lakhs of Sati Ma's devotees who converge into her sacred estate and make merry with intoxicating Baul music and a plethora of ethnic entertainment.

Kalyani Municipality would do well to seek the support and co-operation of the Ministry of Tourism for better management of the Sati Ma's fair, which has the potential to become the Indian version of *"Mardi Grass"*.

(9) Son et lumiere on Nadia's Spiritual Heritage:

Nadia being the birth place of the great spiritual giant Sri Chaitainya Mahaprabhu is also much revered by ISKCON devotees because one the modern world's most renowned religious ambassadors – Srila Prabhupada, the founder of ISKCON had an intimate spiritual attachment for Nabadweep Dham in particular, and it would be in the fitness of things that a 'Son et lumiere' be produced, which highlights the spiritual greatness of the district of Nadia.

(10) Bengali Wedding Tours:

A Bengali marriage is always very special. It is high on drama, there is great pomp and merrymaking and the food is lip-smacking good. One has all the ingredients of a soap opera. The Municipalities and village panchayats may be given a grant to build community halls and the residents of the concerned town or village may be encouraged to hold marriage ceremonies at these community halls.

Conclusion:

One of the key areas in terms of tourism development in West Bengal is the creation of a more appropriate form of tourism to replace *"Mass Tourism"*. Appropriate Tourism is a kind of tourism that is more favorable and beneficial to the local community and the challenge ahead for West Bengal's tourism industry is to implement and establish Appropriate Tourism at the ground level.

The government's tourism policy should be planned in a manner that it becomes a unifying force, one that imparts direction and opportunity to the disgruntled youths. If properly implemented, Tourism can play the role of a non-invasive instrument of revitalization, conservation and growth.

With more tourists flowing into the circuit and with improved levels of education, the socio-cultural exchanges between the tourists and the host community is bound to lead to social upliftment of the people domiciled in the circuit. Such a socio-cultural exchange of ideas does have its flip side too, but the host community can derive maximum benefits out of this phenomenon by going with the concept of responsible tourism development.

Tourism will also encourage a greater environmental awareness and sense of cultural identity by residents when they see tourists enjoying the environmental, historical and cultural heritage. The local host community would be the sole decider of what and how much it would allow to develop and what would be the face of "responsible tourism experience" in the region. Thus, the local population itself shall decide the kind and extent of social upliftment in the region. Tourism development shall be the desired catalyst for this phenomenon.

The watchword would be balanced tourism development that will ensure the type and scale of tourism development, which is compatible with the environment and social cultural milieu of the state, something that the present dispensation lacked entirely.

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Resource Degradation and Generational Disparities -A Case Study of Village Mayapur

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ABSTRACT

The paper looks at the sustainability issue with reference to resources management through a case study of village Mayapur located in Naguar district, in the semi-arid zone of Rajasthan. The study analyses the cause and effects of changes in the land use, water resources, cropping pattern, vegetation, livestock population and livelihoods of the village over the last 50 years. It further discusses the issue of intra-generational disparity in terms of incomes and assets possessed by the different households. The study clearly shows that the traditional diversified and land extensive production systems, based on an intimate understanding of the limitations and potentialities of the fragile resource base were sustainable. However, the current more intensive systems of resource use emerging in response to the emerging pressures of demand show clear indications of un-sustainability. It concludes by identifying various means for reversing the process towards sustainable development of the semi-arid fragile zone.

Introduction

"Sustainability is the ability of a system (e.g. fragile resource agriculture) to maintain a certain well defined level of performance (output) over time, & if required, to enhance the same in response to changing needs, either by itself or through linkages with other systems, without damaging the long term productivity of its resource base and the essential ecological integrity of the system" (N S Jodha). According to this definition of sustainability, a system is sustainable (such as fragile resource agriculture) if it satisfies the following three conditions: (1) It must be able to maintain or enhance its performance i.e. output of products & service over time, (2) It should be able to do this, if necessary, through linkages with other systems, and (3) It must do this without resource degradation i.e. without damaging its long-term production potential. The inability or reduced capacity of a system to do these things reflects the un-sustainability of a system; restoring this ability means making a system sustainable.

Strictly speaking the concept of 'fragility' does not derive from the science of ecology, but rather belongs to the realm of man-nature relationships. Thus, in a sense, every land resource is fragile, i.e. vulnerable to irreversible damage, when subjected to a degree of use intensity higher than use-capability (DESFIL, 1988). Turner and Benjamin (1991) have examined these conceptual issues at length. They focus on the consequences of nature society relationships, as reflected in particular usage patterns and management systems, which cause resource degradation. The potential for rapid degradation (a biophysical quality of land) becomes a reality with human interventions, which may be normal & harmless for prime lands (prime lands refer to fertile, well drained lands with even topography and stable climatic conditions conducive to crop farming) but prove destructive vis a vis fragile lands. Fragile lands are more susceptible to man induced deterioration than other lands vis a vis the same uses. A crucial characteristic of most of these fragile areas is that under present patterns of resource use, the limits of agricultural performance seems to have been reached, and further efforts to improve output levels (under annual cropping) usually result in over exploitation of the biophysical resource base and initiation of an irreversible process of resource degradation (Glanlz 1987, Nelson1988, Grainger 1982, Allan et al 1988). These areas therefore represent critical zones where un-sustainability, usually conceived as a future threat, has become an objective current reality.

The present paper looks at the sustainability debate with reference to sustainable management of resources in fragile resource areas of Rajasthan through a village level study. A comprehensive study of the village biodiversity and the economic activities pursued by the local population was undertaken in Mayapur village in May 2003.

Methodology

Village level meetings were conducted, especially with village elders to develop an understanding of the village biodiversity resources and livelihood patterns of the rural community. Thereafter, a questionnaire was designed and information collected on

1) Demographic profile of the village population and
2) Socio-economic details of the village population.

A stratified proportionate sampling was done on the basis of land (1 *Bigha* = 132 sq feet) owned by the households. The basis (official) of classification is:

(a) Landless households – Those households who do not own any land.

(b) Marginal households- Those households, who own irrigated land upto 4 *bigha* and 14 *biswa* and un-irrigated land upto 21 *bigha* &18 *biswa.*

(c) Small households – Those having land more than 4 *bigha* and 14 *biswa* & upto 9 *bigha* & 8 *biswa* & un-irrigated land above 21*bigha* &18 *biswa* & upto 43 *bigha* and 15 *biswa.*

(d) Big households - Those households possessing land above these limits.[1]

Data was further collected from the sample households through personal interview using structured schedule on (a) Resources possessed by the households, (b) Economic activities pursued by the households, and (c) Consumption Expenditure of the sample households. The sample included 4 landless, 25 marginal, 12 small farmers and 3 big farmer households.

Village Characteristics

The village surveyed is Mayapur in Naguar district, which lies in the semi-arid zone of Rajasthan. This village had been declared under dark zone as during the years (1999-2003) it had extreme low rainfall & experienced severe water shortage. Large-scale migration of the village folk was observed due to lack of employment opportunities. Those left behind were dependent on famine relief works for their sustenance. It is a medium size village having a population of about 1300 people. There are 1083 females per thousand males. Male literacy is much higher than the female literacy. Details of the village population are given in Table 1

Table 1: Population Distribution

Population	Males	Females	Total	F/M Ratio
Total	604	651	1255	1083/1000

The village is electrified, though electricity supply is merely for four hours a day. It has a *pucca* road and the distance from the nearest town is 25 km, which is also the market place for selling the agricultural products. The main mode of transport is bus. In addition tractors, camel carts, bicycles & taxis are also used. The village has a post office and the nearest bank is 8 km away. The village has two middle schools – one is government run while the other is a private school. It has no higher secondary school and higher educational facilities. It has a health clinic with one attendant nurse.

Socio Economic Conditions

The village has 300 households. On the basis of the panchayat office's estimates as much as 50 per cent of the households are marginal farmers followed by small farmers, which constitute 35 per cent of the total households. Eight per cent of the households belong to the landless category while just 7 per cent are big farmers.

Table 2: Distribution of households according to land ownership

Households	No of households	Percentage
Landless	25	8
Marginal Farmer	150	50
Small Farmer	105	35
Big Farmer	20	7
Total	300	100

The *Rajputs* are the most dominant caste (151 families) in the village followed by *Jats*, Scheduled Caste, *Nath, Rebari, Babari, Kumar, Harijan, Nai, Brahamin* and *Sunar*. A large number of Rajput families serve in the armed forces with the ones left in the village cultivating land. Hence their source of livelihood is either from farming and/ or services. *Jats* are mostly agriculturists and also derive a large part of their income from animal husbandry. *Rebaris* are small farmers but they also keep animals to enhance their income. *Babari, Meghwals* and *Harijans* are casual workers. A large percentage of *Kumhars* have migrated to Surat & Mumbai in search of work.

Table 3: Household Distribution by Caste

Caste	Total House- holds	Migrated	Resident	Landless	Marginal	Small	Big
Rajputs	151	75 (50%)	76 (50%)	3 (2%)	61(40%)	67(44%)	20 (13%)
Jats	60	10 (17%)	50 (83%)	-	33(55%)	27(45%)	-
S.C.	30	20 (67%)	10 (33%)	15 (50%)	15 (50%)	-	-
Naths	25	-	25 (100%)	-	23 (92%)	2 (8%)	-
Rebari	5	-	5 (100%)	-	-	5 (100%)	-
Babari	6	3 (50%)	3 (50%)	-	6 (100%)	-	-
Kumhar	10	5 (50%)	5 (50%)	-	6 (60%)	4 (40%)	-
Harijan	6	-	6 (100%)	6 (100%)	-	-	-
Nai	1	-	1 (100%)		1(100%)	-	-
Brahmin	5	5 (100%)	-	-	5(100)	-	-
Sunar	1	-	1 (100%)	1(100)	-	-	-
TOTAL	300	118	182	25	150	105	20

Changes over last 50 Years

The villagers now use the pastures as grazing grounds for their cattle, where as earlier, the households use to graze their cattle on their own fields. This has resulted in increased pressure on village pastures and reduction of space for grazing necessary to maintain a certain amount of cattle population in the village. Households also use reserved forests for cattle grazing for certain duration by payment of a fee.

Table 4: Present Land Use

S. No.	Land Use	Present Area (Bigha)
1	Habitat & Surrounding Area	37. 35 (1%)
2	Total Cultivated land	3518. 85(63%)
2a	Irrigated land	500 (14 % of cultivated land)
2b	Un-irrigated land	3018. 85 (86 % of cultivated land)
3	Uncultivable land	0.35(Negligible)
4	Village Pastures	387. 9 (7%)
5	Reserved Forest	1560. 4 (28%)
6	Community land	5 (Negligible)
7	PWD Road	4. 8 (Negligible)

S. No.	Land Use	Present Area (Bigha)
8	Roads	46. 15(1%)
9	Ponds	6. 5 (Negligible)
10	Rivers	1. 09(Negligible)
11	Wells	0.2(Negligible)
12	Gram Panchayat land	22. 5 (Negligible)
	Total	5591.09

Table 5: Area under different Crops and Yield per hectare

S. No.	Season	Crop	Area Sown (Hectare)	Yield (Quintals/Hectare)	Total Production (Quintals)	Percent of land under each crop
I	Rabi					
1		Wheat	29	30	870	50
2		Barley	15	35	525	10
3		Cumin	16	1.5	24	30
4		Methi	2	40	80	10
5		Fodder	8	550	4400	
II	Kharif					
1		Gawar	16	30	480	20
2		Maize	2	2	4	
3		Bajra	195	2.25	438.75	50
4		Moth	82	1	82	
5		Moong	43	1	43	
6		Chawala	43	1	43	25
7		Til	2	0.5	1	
8		Cotton	10	2.25 Tons/Bales	22.5	5

Source-Records maintained by Patwari

Table 6: Water Sources

S. No.	Sources	Total	Functional
1	Ponds	4	0
2	Wells	40	3
3	Hand Pumps	12	2
4	Tube Well	7	3

The water problem in the village is very acute due to the drought like condition prevailing for the last four years. For drinking water purpose, the village folks are dependent on three households. These were big landlords who supplied water from their own tube wells. Around 15 - 20 families purchased water, which was supplied to them from tankers. Each tanker contained 5000 litres of water. Usually two tanks lasted for one month.

Earlier the water table was at 100-130 feet, which started falling once the wells were electrified in the 1980s. Water could now be easily lifted from the ground. Electrification coupled with commercialization of agriculture, led to increased land being brought under wheat cultivation (because of the Government support given to this crop). This led to over extraction of water. The water table started falling fast and today is at a depth of 500 – 700 feet. During 1995-96 there were only 2 tube wells. After that their numbers started increasing & soon there were 11 functional tube wells in the year 2000. This summer there were just 2/12, 3/40 & 3/7 functional hand pumps, wells and tube wells respectively in the village.

Thus there has been a shift from ponds and wells to hand pumps and tube wells operated by electricity. This has led to a rapid fall in the water table. This is a clear case of unsustainable use of a scarce resource i.e. water in this case. Traditional methods of water harnessing are now almost extinct.

Table 7 A: Local Trees and their usage

S. No.	Name of vegetation	Use
1	Kumat, Kher (Acacia senegal)	Gum, Leaves – Fodder for sheep and goat, Wood – Fencing, Medicinal Value
2	Bovali, Keekar (Acacia Molitica), Dhokara (Anogeissus pendula)	Leaves - Fodder for sheep and goats, Wood - Fuel and house construction
3	Ber (Ziziphus mauritiana)	Fruits
4	Khejari (Prosopis cinerasia), Babool (Acacia nilotica)	Leaves – Fodder, Wood - Furniture. Babool - Medicinal properties
5	Neem (Melia azadirachta or Azadirachta indica)	Medicinal Value
6	Bar (Ficus benghalensis), Peepal (Ficua religiosa)	Shelter, Considered to be sacred
7	Imali (Tamarindus indica):	Fruit - Cooking
8	Gangan	Wood –Furniture and agricultural tools.

The trees that have been promoted in the recent past by the government in the area include English Babool, Totalus, Sheesham and Araroo. English Babool (Prosofis july flora) is no longer planted as no vegetation grows under this tree. Government plantation of this tree has also stopped. Totalus is a variety of Babool, which is not popular amongst the villagers. It's a very thorny tree and walking becomes difficult wherever it is planted. Its wood too is of poor quality. Sheesham (Dalbergia sissoo) can be grown only on irrigated land. Its wood is strong and is used for making furniture, doorframes, doors etc. Similarly, the wood of Araroo (Adhatoda zeylanica) is light and of good quality. Its wood is used for making furniture and leaves are used as fodder for the animals. It's a fast growing tree and hence returns from it are fast.

Table 7 B: Local Shrubs and their usage

S. No.	Name of vegetation	Use
1	Munja (Saccharum officivasum)	Used in *moora* (chair) making. Strings made from it are used in bed making
2	Markada or Safed Moochali (Asparagus)	The extract of this plant is used in medicines
3	Google (Commiphosa wightii)	Used in *dhoop* (incense) making
4	Vajardanti	It possesses medicinal properties. Commonly used in toothpaste
5	Dasara	The village folks and animals eat its fruits
6	Faras	Used as fodder for the animals

Table 8: Livestock Population

S. No.	Animal	Present		Past	
		Total Population (% of Total)	Yield/Animal (litres)	Total Population (% of Total)	Yield/Animal (litres)
1	Cows	150 (10)	3	400 (17)	5
2	Buffaloes (Female)	150 (10)	6	700 (30)	8
3	Buffaloes (Male)	2 (Negligible)	-	-	-
4	Sheep	700 (46)	1	1200 (51)	-
5	Goat	500 (33)	-	-	-
6	Camel	15 (1)		50 (2)	-
	Total	1517		2350	

It can be seen from the above table that the total number of animals has decreased over the years. The composition of animals has also changed resulting in proportionately less cattle and more sheep and goats. Numerous factors have contributed to the change in the livestock population. These are: (1) Availability of fodder from the forests has reduced greatly. Only about 10 per cent of the fodder comes from the forest, the rest is supplied from home, (2) Shortage of manpower to look after the animals has led households to reduce their cattle population (migration of village folks to Surat and Mumbai), (3) Earlier sheep and goats were reared for wool and milk whereas now they are reared for mutton, and (4) Use of tractors in the fields and of buses, motorcycles and taxis for transport instead of camel has led to its reduction.

Fodder:

The composition of fodder has also undergone a change over the years. Earlier cattle feed consisted of *gawar*, barley, and stubs (stalks) of *til* and *binola*. Now barley, *binola* and industry feed are used as cattle feed. This has resulted in reduced milk yield. At present, of the total number of cows, buffaloes and sheep only 27 per cent, 20 per cent and 50 per cent respectively give milk.

Reduced cattle population and the change observed in the composition of animals have resulted in reduced availability of organic manure, which is an important component in replenishing soil fertility. It has also resulted in greater pressure on village pastures and community forests leading to over grazing of common grazing lands. Also quantity of milk and other related products like ghee, buttermilk has reduced.

Livelihood

The household sample survey revealed that animal husbandry and agriculture contributed as the major source of income. Other sources of income include economic activities e.g. daily wage labour, private /government jobs etc. The average proportion of income from animal husbandry, agriculture, and other sources is 36, 28, and 36 respectively. Details of income distribution from different sources are given in Table 9.

Table 9: Percentage distribution of income from different sources

Category	Sources		
	Animal Husbandry	Agricultural	Others
Landless	20	0	80
Marginal	40	13	47
Small	43	40	17
Big	40	60	0
Average	36	28	36

Note- Income of the households is calculated on the basis of market value of total household production +market value of milk given by household animals +economic activities pursued by the household members.

Animal husbandry contributes significantly to the incomes of all categories of households, showing it is an important activity that sustains a village household in times of crisis. Therefore, animal husbandry should be pursued along with agriculture. The landless people depend on daily wage labour almost through out the year.

Intra-Generational Disparity

The survey data shows the existence of wide disparities in incomes and assets possessed by households. This disparity is not so marked in relation to animals where all categories of farmers maintain more or less the same number of animals except for the landless (Table 10). However, there is marked variation amongst the households in terms of land ownership and monthly expenditure (Table 11). The big farmers are comparatively in a far better position than the rest of the farmers, as they possess more cattle livestock and agricultural lands (with higher proportion of irrigated land).

Table 10: Animals Owned per Household

Category	Cows	Buffaloes	Sheep and goats
Landless	0	0	1
Marginal Farmer	0.5	1	5
Small Farmer	0.6	1.5	5
Big Farmer	1	2	5
Average	0.6	1	4

Table 11: Monthly Expenditure per household & Land per Household

Category	Irrigated Land (Bigha/Household)	Unirrgated Land (Bigha/Household)	Monthly Expenditure (Rs./Household)
Landless	0	0.25	305
Marginal Farmer	1.14	6.22	947
Small Farmer	7.65	20.8	2240
Big Farmer	48.16	69	4047
Average	14.24	24.07	1885

Rajputs are the most well off families in the village, followed by Jats and Rebaris. The socio-economic condition of the Harijans and Nais is worst. Similarly, S.C., Nath and Babari are also relatively poor.

Discussion

The traditional diversified and land extensive production systems, based on an intimate understanding of the limitations and potentialities of the fragile resource base, were sustainable, but only at relatively low levels of productivity and under conditions of low population pressure and low demand on resources. At the same time the current more intensive systems of resource use emerging in response to the emerging pressures of demand, are showing clear indications of un-sustainability. This can be seen in different forms of resource degradation, falling resource availability, declining resource productivity and the increased desperation of people's response to a deteriorating situation.

Quantified evidence & field observations at the micro level in the fragile resource zones (similar to that under review) show that during the last 40-50 years, several alarming trends have emerged in the dry tropics. Clearly visible & persistent negative changes have been reported in relation to crop yields, availability of other agricultural and biomass products, economic well being of the people, and the overall condition of the environment and natural resources (Bandyopadhyay et al 1985, Ives & Messerli 1989, Jodha 1992b, Jodha et al 1985, Whitaker et al 1991, Singh 1993, Rieger 1981, Glantz 1987, Blaikie & Brookfield 1987).

Various studies in the dry tropical areas, excluding few areas transformed through dependable irrigation systems, reported several forms of resource degradation as compared to the situation about 50 years back. These include increased salinity of soil and ground water, falling water tables, disappearance of plant species from pastures and community forests, expansion of areas under shifting sands, decline in overall biomass availability, substitution of cattle and of camels by sheep and goats and extension of cropping to marginal lands to meet production deficits. Reduced productivity and reduced resilience of traditional farming systems have led to increasing dependence on public relief and increased seasonal migration to other areas (Jodha 1993d, 1986a, Dixon et al 1989, Warren & Agnew 1988).

In the present study of village Mayapur in Naguar district of Rajasthan, some of the above mentioned forms of resource degradation are also visible. Decline and extinction of some plant species (with medicinal properties) from village pastures & forest is seen. Creating awareness amongst the local population regarding their importance to the village economy needs to be undertaken.

Over extraction of water is clearly visible. Indiscriminate pumping of water for irrigation and no mechanisms in place to regulate its use has resulted in the water table falling to a depth of 500-700 feet. The fall in the water table is also compounded by the fact that there has been no recharge of ground water during the past 4 years. In the old days water was the property of the entire village and its use was strictly regulated. There were well-defined norms for its use. With government ownership of water this has changed and conservation of this resource lost its importance amongst the people. Removal of subsidy in electricity charges (if possible) may regulate its (water) use to some extent. Educating the villagers regarding its proper use would go a long way in conserving this scarce resource.

Shift in crop cultivation in favour of wheat is indicative of the fact that under the new development strategies, mono cropping has replaced diversified cropping patterns to a great extent. This has resulted in increased use of inorganic manure and land not being left fallow to regain its fertility. Similar observations were made in the village level studies carried out by ICIMOD in mountain areas and by ICRISAT (International Crop Research Institute for the Semi Arid Tropics) in semi arid tropics, which show that the extent of inter cropping, crop rotation, the number of crops and crop combinations planted and the forms of diversification & linkages have declined over time (Singh 1992, Shrestha 1992, Bhati &

Swarup 1985, Jodha & Singh 1990 & 1982, Yadav 1992, Panday 1992, Carson 1992, ICRISAT 1980, Jodha 1980, 1986b, Walker et al 1983). The decline of such practice means resource depletion and reduced carrying capacity, finally affecting resource productivity.

In the present study 20 years back 15 bighas of land from the village pastures was distributed to the landless and marginal farmers, thus bringing sub-marginal lands under annual crops with low and unstable productivities. Land reforms thus encouraged intensification through annual cropping of the sub marginal common lands and over crowding of the remaining common lands. This has been shown in studies by Jodha, Shretha that under land reforms, there was large-scale distribution of sub marginal lands for private use. The land distributed was guided purely by welfare considerations, with little concern for the productivity and sustainable use of these resources. Consequently no obligation was imposed on land recipients to attend to the protection & conservation of the land while using it. As a result vast areas of sub-marginal lands & steep slopes were shifted from natural vegetation & perennials to annual crops with low and unstable productivities. Studies of village common lands in India's dry zones and mountain areas have shown that over 30-60% of such lands, usually marginal in quantity have been brought under the plough, during the last 3-4 decades (Jodha 1992b, Shrestha 1992).

The composition of livestock population has changed in favour of sheep and goats at the expense of cows and buffaloes. This has resulted in less organic manure being available at the village level, which is necessary to replenish the soil fertility. It has also resulted in greater use of inorganic fertilizers by the farmers. More goats and sheep in the animal population has also resulted in over grazing of common lands.

The above discussion shows that un-sustainability is no longer a future threat but a current reality. From the point of view of sustainability what is important is to start thinking in terms of the 'match' and 'mismatch' between the attributes of the usage systems and the imperatives of the resource base.

For sustainable development of the semi-arid fragile zone, the following alternatives have been suggested:

Total System Intensification

If the intensity of each activity within a diversified system is simultaneously increased in a balanced way, it is possible to achieve high productivity without unduly violating the imperatives of fragile resource conditions. For example, the intensification of a single crop (such as the introduction of a high yielding cereal), should be replaced by intensification of the whole system. This could be achieved by intercropping with combinable legume crops and shorter cycles of crop rotation. Cropping intensification can also be accompanied by intensification of other associated activities such as animal husbandry in a mixed farming context (Jodha 1991b, Jodha & Pratap 1993). Productivity can be raised by the simultaneous adoption of crops of shorter maturity & trees with shorter felling cycles, thus maintaining farming forestry linkages and also achieve faster resource regeneration (Altieri 1987). Other examples can be intensive management of livestock and the development of biotechnology.

Agricultural Research and Development

This should focus on product-cum-resource centered technologies, with emphasis on rapid resource regeneration (Jodha 1986b, 1991a, Whitaker et al 1991a, Jodha and Pratap 1993, Khosla1993). Technologies should be designed and promoted for simultaneously meeting the requirements of productivity, growth and resource conservation (Walker & Ryan 1990, Jodha 1991b). Works on product cum resource centered technologies at research organisations such as the Indian Council of Agricultural Research (ICAR) & ICRISAT show that there is a strong complimentarily between technologies focused on crop improvement and land/water management. Biomass based products should be encouraged so as to simultaneously address the problem of basic needs and harness high payoff possibilities.

Watershed Approach

Using watershed as the operational unit for development is essential for increasing the carrying capacity of fragile resource areas (ICRISAT & UNEP 1986, Thapa & Weber 1990, Walker & Ryan 1990). New forms of agro-forestry, Sloping Agricultural Land Technology (SALT), user group managed resource usage systems (such as community forestry, community irrigation systems) are some examples (Cernea 1989, Campbell and Denholm 1992). For this awareness, training facilities and local initiatives should be encouraged.

Discussions with villagers of Mayapur on solutions for promoting sustainable development and reducing the existing generational disparities of the area brought forward the following suggestions, which are also based on the above principles.

- Soil Conservation through field bunds
- Water harvesting through construction of check dams
- Promotion of animal husbandry through pasture development
- Use of organic manure should be encouraged
- Protection & promotion of medicinal plants
- Milk co-operatives should be initiated in the area. For this loan facilities may be provided on a priority basis.
- Access to veterinary doctor and provision of medicines
- Awareness generation for water conservation and cropping pattern

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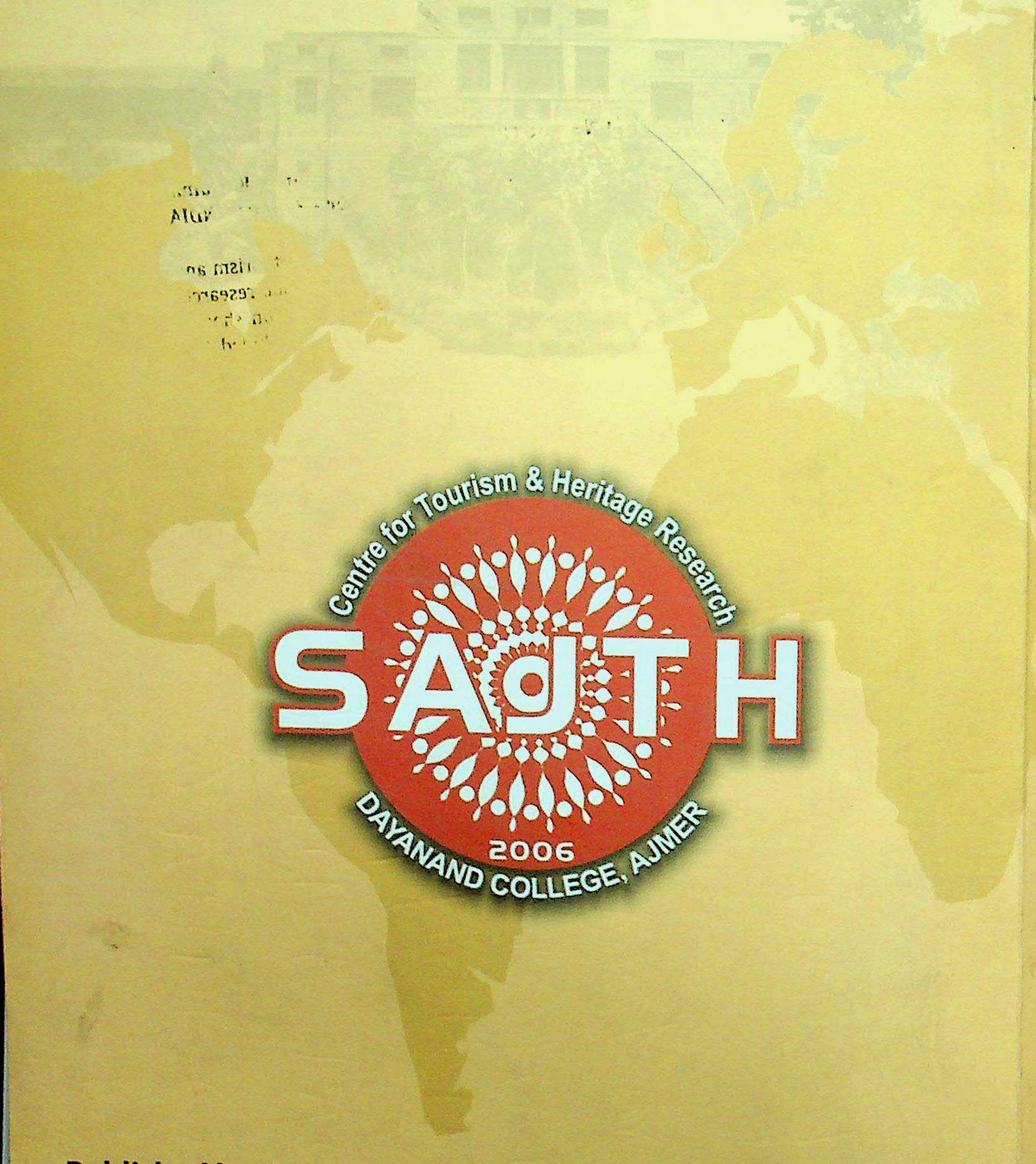
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